

LESSON PLAN FOR FUNDAMENTALS OF
ELECTRONIC ECOMMERCE for 2 BBA C

COURSE : BBA

Subject Objective - Understand the electronic consumer, ecommerce revolution and the role of internet. To familiarize themselves with current challenges and issues in e-commerce and also to get an insight about the potential of Indian industries to compete in the world market

Describe the learning goals / objectives

1. Time/hours required - 60 hrs
2. Process - lecture method, case study references, role playing, Visual Aid
3. Output - better understating of the Ecommerce industry
4. Assessment - CIA viva, Projects

Unit/ Session/ hours	Topics for student Preparation	Procedure	Learning outcome	Assessment
Module 1 - Overview of Electronic Commerce 12Hr	Introduction, 2Hrs Main activities of ecommerce, Broad goals of ecommerce, Prospects for ecommerce, Pre- requisites for ecommerce commerce applications, Types of electronic commerce- Business-to- Business(B2B), Busin ess-to- Consumer(B2C), Bu siness -to- Government(B2G), Consumer-to- Consumer(C2C), Advantages of	<ul style="list-style-type: none"> • Lecture • Case study analysis 	Understanding models of Ecommerce	MCQ Fill in the blanks Guess the following Match the correct theory/ definition / meaning/ etc.

	ecommerce(Benefits to Organization, Benefits to society)Limitations of ecommerce(Non-technical limitations, Technical limitations), Value chains in electronic commerce.			
Module - 2: Electronic Commerce for service Industries 10Hrs	Information Technology services-Broker based services, Travel and tourism services, Employment Placement and the job market, Real Estate, Trading stocks online, Online Publishing, Marketing and Manufacturing industries ,e-agriculture in India	<ul style="list-style-type: none"> • Lecture • Case study analysis 	Understanding Various service industries associated to ecommerce	MCQ Fill in the blanks Guess the following Match the correct theory/ definition /meaning/ etc.
Module - 3: Electronic Commerce and Retailing 8 Hrs	E-commerce and retail industry, vision of online retailing in e-commerce, today's E-tailing environment, e-commerce and marketing, Incentives for engaging in	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team Prospects 	Understanding Electronic retailing and the economy	MCQ Fill in the blanks Guess the following Match the correct theory/ definition /meaning/ etc.

ecommerce,
 driving forces
 behind
 ecommerce,
 ecommerce and
 economic
 efficiency, impact
 of ecommerce on
 business.

Module - 4:
 E-commerce
 and
 customization
 15 Hrs

Global Markets-
 Understanding
 the structure of
 virtual
 Enterprises-work
 flow Automation
 and coordination,
 customization and
 internal
 commerce-
 customization of
 services.
 Information
 Search
 Challenges-Search
 and resource
 Discovery
 paradigms-
 Information
 Search and
 Retrieval,
 indexing
 methods-
 Electronic

- Lecture
- Practicals of Excel and Word
- Case study Analysis Team Projects

Understanding
 Internal ecommerce
 of the Industry

Moodle
 Fill in the blanks
 Guess the
 following
 Match the correct
 theory/ definition
 / meaning/ etc.

Commerce
catalogs or
directories-
Electronic white
pages, Electronic
yellow pages,
Interactive
product catalogs-
Information
filtering-Mail
filtering agents,
News filtering
agents, virtual
reality and
consumer
experience.
Cataloging; Order
selection and
prioritization:
Order scheduling,
fulfilling and
delivery, Order
billing and
payment
management; Post
sales services.
Excel: **Data
Subtotal, Data
Consolidation,
Data Validation,
Pivot Table and
Pivot Charts, V-
Lookup, H-lookup,
Match, Index, VI-
Reporting sample
wrt to usage of bar
chart ,pie chart,**

	<p>Basic Text Functions-Proper, Upper, Lower, Trim, Len, Ceiling, Cell, Combin, Left Concatenate Function and & Function-Merging Cells with Formulas, Conversion of Text into Columns, Tally:Gateway to Tally, Groups, Ledgers,Vouchers, Reporting.</p>			
<p>Module - 5: Ecommerce Supply Chain Management 7 Hrs</p>	<p>Integrated Logistics and Distribution, Integrated marketing and Distribution-Efficient customer response-Agile Manufacturing. Product and service digitization; Remote servicing procurement</p>	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team project 	<p>The Journey of the product from the seller to the customer</p>	<p>MCQ ,Q&A's</p>
<p>Module - 6: Electronic Data Interchange (EDI) in ecommerce 8 Hrs</p>	<p>Using Public and private computer networks for B2B trading: EDI and paperless trading: Characteristic features of Edi</p>	<ul style="list-style-type: none"> • Lecture • Case study analysis • Team project 	<p>Communication within an ecommerce industry</p>	<p>MCQ,Q&A</p>

service
 arrangement;
 Internet based
 EDI; EDI
 architecture and
 standards; VANs;
 Costs of EDI
 infrastructure;
 Reasons for slow
 acceptability of
 EDI for trading.

STEP 2- LESSON PLAN PREPARATION HOURLY WISE
SAMPLE LESSON PLAN BASED ON HOURLY WISE BREAK UP FOR AN INDIVIDUAL
 SUBJECT

SUBJECT NAME: FUNDEMENTALS AND APPLICATION OF ECOMMERCE
 LECTURE HOURS: 60

Sl. No	Unit & Objectives	No. Of Lecture Hours	Methodology/ Instructional Techniques	Evaluation/ Learning Confirmation
Module - 1:	Overview of Electronic Commerce	12		
1.	Introduction	1	Lecture and Activity	Question and answer
2.	Main activities of ecommerce, Broad goals of ecommerce	1	Lecture and illustrations	Question and answer
3.	Prospects for ecommerce, Pre-requisites for ecommerce	1	Lecture and illustrations	Illustrations
4.	ecommerce applications	1	Lecture and illustrations	Question and answer
5.	Types of electronic commerce-	1	Lecture and illustrations	Question and answer

6.	Business-to-Business(B2B),Business-to-Consumer(B2C),Business -to-Government(B2G),Consumer-to-Consumer(C2C),	3	Lecture and illustrations	Question and answer
7.), Advantages of ecommerce(Benefits to Organization, Benefits to society)	2	Lecture and illustrations	Question and answer
8.	Limitations of ecommerce(Non-technical limitations, Technical limitations)	1	Lecture and illustrations	Question and answer
9.	Value chains in electronic commerce and revision	1	Questions/viva	Tests
Module - 2:	- Electronic Commerce for service Industries	10Hrs		
1.	Introduction	1	Lecture and Activity	Question and answer
2.	Information Technology services-Broker based services	1	Lecture and illustrations	Question and answer
3.	Travel and tourism services, Employment Placement	1	Lecture and illustrations	Question and answer
4.	Product positioning, meaning and steps involved.	1	Lecture and illustrations	Question and answer
5.	Real Estate, Trading stocks online	1	Lecture and illustrations	Question and answer
6.	, Online Publishing,	1	Lecture and illustrations	Question and answer
7.	Marketing and Manufacturing industries	1	Lecture and illustrations	Question and answer
8.	e-agriculture in India.	1	Lecture and illustrations	Question and answer
9.	Summary/ test	2	Activity and Viva	Question and answer
Module - 3	Electronic Commerce and Retailing	8 Hrs		
1.	E-commerce and retail industry	1	Lecture and illustrations	Question and answer
2.	vision of online retailing in ecommerce	1	Lecture and illustrations	Question and answer
3.	today's E-tailing environment, ecommerce and marketing,	1	Lecture and illustrations	Question and answer
4.	Incentives for engaging in ecommerce, driving forces behind ecommerce	2	Lecture and illustrations	Question and answer
5.	ecommerce and economic efficiency	1	Lecture and illustrations	Question and answer
6.	impact of ecommerce on business.	1	Lecture and illustrations	Question and answer

7.	Summary/ test	1	Lecture and Viva	Question and answer
Module - 4:	- E-commerce and customization	15 Hrs		
1.	Global Markets- Understanding the structure of virtual Enterprises	1	Lecture and illustrations	Question and answer
2.	work flow Automation and coordination	1	Lecture and illustrations	Question and answer
3.	customization and internal commerce- customization of services	1	Lecture and illustrations	Question and answer
4.	Information Search Challenges-Search and resource Discovery paradigms	2	Lecture and illustrations	Question and answer
5.	Information Search and Retrieval -, indexing methods	1	Lecture and illustrations	Question and answer
6.	Electronic Commerce catalogs or directories- Electronic white pages, Electronic yellow pages	1	Lecture and illustrations	Question and answer
7.	Interactive product catalogs-Information filtering-Mail filtering agents	2	Lecture and illustrations	Question and answer
8	News filtering agents, virtual reality and consumer experience	2	Lecture and illustrations	Question and answer
9	Cataloging; Order selection and prioritization: Order scheduling, fulfilling and delivery, Order billing and payment management; Post sales services.	2	Lecture and illustrations	Question and answer
10	Excel: Data Subtotal, Data Consolidation, Data Validation, Pivot Table and Pivot Charts, V-Lookup, H-lookup, Match, Index, VI-Reporting sample wrt to usage of bar chart ,pie chart , Basic Text Functions-Proper, Upper, Lower, Trim, Len, Ceiling, Cell, Combin, Left Concatenate Function and & Function-Merging Cells with Formulas, Conversion of Text into Columns, Tally:Gateway to Tally, Groups, Ledgers,Vouchers, Reporting.	2	Lab sessions and Practicals	
Module - 5:	Ecommerce Supply Chain Management	7 Hrs		
1.	Integrated Logistics and Distribution	1	Lecture and illustrations	Question and answer
2	Integrated marketing and Distribution	1	Lecture and illustrations	Question and answer

3.	Efficient customer response-Agile Manufacturing	1	Lecture and illustrations	Question and answer
4.	Product and service digitization	1	Lecture and illustrations	Question and answer
5.	; Remote servicing procurement	1	Lecture and illustrations	Question and answer
6.	Summary/case study	2	Lecture and illustrations	Question and answer
Module - 6	Electronic Data Interchange (EDI) in ecommerce 8 Hrs	8 Hrs		
1	Using Public and private computer networks for B2B trading	1	Lecture and illustrations	Question and answer
2	EDI and paperless trading:	1	Lecture and illustrations	Question and answer
3	Characteristic features of Edi service arrangement;	1	Lecture and illustrations	Question and answer
4	Internet based EDI; EDI architecture and standards	1	Lecture and illustrations	Question and answer
5	VANs; Costs of EDI infrastructure	1	Lecture and illustrations	Question and answer
6	Reasons for slow acceptability of EDI for trading.	1	Lecture and illustrations	Question and answer
7	Summary/ case reference	1	Lecture and illustrations	Question and answer
8.	Summary of subject	2	Lecture and illustrations	Question and answer

Objective: Understand the electronic consumer, ecommerce revolution and the role of internet. To familiarize themselves with current challenges and issues in e-commerce and also to get an insight about the potential of Indian industries to compete in the world market