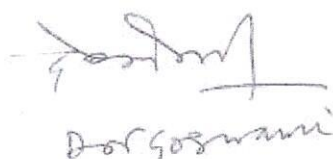


Part A Introduction			
Program: Degree		Class -	Year: III
		session :2023-2024	
Subject: Computer Application			
1	Course Code	S3-COAP2G	
2	Course Title	E-Commerce	
3	Course Type (Core Course/ Discipline Specific Elective/Elective/Generic Elective/Vocational/.....)	Generic Elective	
4	Pre-requisite (if any)		
5	Course Learning outcomes (CLO)	On successful completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Learn the fundamentals of E – Commerce and its process. 2. Understand the role of E- commerce in the present scenario along with the concepts of security and its applications. 3. Gain knowledge of e-commerce business needs and resources and match to technology considering human factors and budget constraints. 4. Apply knowledge of changing technology on traditional business models and strategy. 5. Have skills to Communicate effectively and ethically using electronic communication 	
6	Credit Value	6	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 35
Part B- Content of the Course			
Total No. of Lectures- 90 Tutorials-Practical (in hours per week): 3 Lectures per week			
Unit	Topics	No. of Lectures (1 Hour Each)	
I	<u>Introduction</u> Brief history of e-commerce ,Types , Advantages & Disadvantages of e-commerce , Elements of e-commerce , Principles of e-commerce , Messaging and Information distribution , Messaging and information distribution , Common service infrastructure , other key support layers	10	
II	<u>EDI to e-commerce:</u> EDI - Origin , System approach and communication approach , Migration to open EDI- Approach , Benefits , Mechanics , E-com with WWW/Internet. E-Government Concepts, Applications of G2C, G2B, G2G	10	


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III	<u>Electronic communication</u> PC and networking , Network topologies and communication media , E-mail , OSI and TCP/IP Models , LAN, WAN, MAN Internetworking – Bridges and gateways , Internet Vs Online services, Open vs. Closed Architecture , Controlled contained Vs Uncontrolled contained , Metered Pricing Vs Flat pricing , Innovation Vs Control.	25
IV	<u>WWW & Electronic Payment System</u> : Applications – what is web , Why is the Web such a hit , The Web and E-Com ,Concepts & Technology –Key concepts , Web Software development Tools. Electronic payment system – Overview , Electronic or digital cash , Electronic Checks , Online credit card based system , other Engineering financial instruments ,Consumer legal and Business issues	20
V	<u>Security and Application</u> Need of computer security, Specific intruder approaches, Security strategies, Cryptography, Public key encryption, Private key encryption, Digital signatures <u>Advertising on the internet</u> : Marketing, Creating a website. Electronic publishing issues, EP architecture, EP tools, Web page EP-Baseline issues, Application tools and publishing on the internet.	25

Keywords/Tags:

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. *Electronic Commerce*” By Ravi Kalakota and Andrew B. Whinston.
2. *Web Commerce Technologies Handbok*”By Daniel Minoli & Emma Minoli
3. *E-Commerce*” By Dr.Varinder Bhatia
4. *Promise Of E-Governance*” By M P Gupta
5. मध्य प्रदेश हिन्दी ग्रंथ अकादमी की पुस्तकें।

Suggestive digital platforms/ web links

1. https://onlinecourses.nptel.ac.in/noc19_mg54/preview
2. https://onlinecourses.swayam2.ac.in/cec19_cm01/preview
3. <https://www.coursera.org/lecture/innovative-entrepreneur/e-commerce-the-internet-as-a-selling-platform-DYSNa>
4. <https://www.mooc-list.com/tags/e-commerce-market>
5. https://onlinecourses.swayam2.ac.in/nou21_cm14/preview

Suggested equivalent online courses:

1. <https://www.udemy.com>
2. <https://www.coursera.org/professional-certificates>

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3. <https://www.edx.org/learn/ecommerce>
4. <https://www.coursera.org/courses?query=e-commerce>

Part D-Assessment and Evaluation

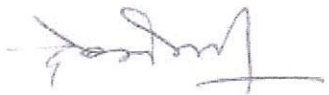
Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE):70 Marks

Internal Assessment : Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
External Assessment : University Exam Section Time : 03.00 Hours	Section(A) : Very Short Questions Section (B) : Short Questions Section (C) : Long Questions	70

Any remarks/ suggestions:


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