

DEPARTMENT OF COMMERCE				CLASS: II B.Com (General)				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
IV	Skill Based Elective-2	20U4KSBE2	Elements of E-Commerce	2	2	25	75	100

Nature of Course			
Knowledge and Skill oriented			Employability oriented
			Entrepreneurship oriented

Course Objectives
<ul style="list-style-type: none"> To enable the students gain introductory knowledge on E-Commerce. To Understand the students to gain basic knowledge on models of E-Commerce and its applications To apply the practical knowledge on Electronic funds transfer and E Payment system To analyze and develop the application knowledge on M Commerce in business. <p>To gain through knowledge and working model on E Marketing and ECRM</p>

Unit	Course Contents	Hours	K level	CLO
I	Introduction to E-Commerce Definition of Electronic Commerce – E-Commerce and Traditional Commerce – Advantages of E-Commerce – Business, Consumers, Society and Nation – E-Business and E-Commerce – Need for E-business – Factors stressing the need for E-business.	6	Up to K 2	CLO 1
II	Models of E-Commerce & E-Commerce Applications Business to Business E-Commerce (B2B) – Business to Consumers E-Commerce (B2C) – Consumer to Business E-Commerce (C2B) – Consumer to Consumer E-Commerce (C2C) – Business to Employee service E-Commerce (B2E) – Business to Government E-Commerce (B2G). E-Commerce Applications – Electronic Banking – Difference between Internet Banking and Traditional Banking – Electronic Trading – Insurance – Healthcare – E-tailing – Electronic Auctions – Electronic Brokers – Electronic Searching – E-Agriculture – E-Governance in India – E-Governance Models	6	Up to K 3	CLO 2
III	Electronic Fund Transfer Meaning – Benefits of Electronic Payment – Popular Electronic Payment Methods – Financial EDI – Credit Card System on the Internet – Components of Online Credit Processing Security Requirements in E- Payment Systems – Key Security Schemes – Secret Key Cryptography – Public Key Cryptography – Digital Signature.	6	Up to K 3	CLO 3

IV	Mobile Commerce Mobile Commerce - Factors drive M-Commerce - Difference between E-Commerce and M-Commerce - Growth of M-Commerce in India - Applications of M-Commerce.	6	Up to K 4	CLO 4
V	E-Marketing E-Marketing - Meaning – Advantages – E-Customers Relationship Management (E-CRM) – Advantages of using technologies for providing customer support – Phases of E-CRM – Features of E-CRM Software – E-CRM Work Model.	6	Up to K 3	CLO 5

Books for Study

Dr. K. Abirami Devi & Dr. M. Alagammai, *E-Commerce*, Margham Publication, Chennai.

Books for Reference

1. Nidhi Dhawan, *E-Commerce Concepts and Applications*, International Book House Pvt. Ltd. New Delhi.
2. S.V. Srinivasan, *E-Commerce*, Vijay Nicole Imprints Pvt. Ltd. Chennai.

Web Resources

1. <https://www.economicdiscussion.net/business/e-commerce/31868>
2. <https://www.ecommerceceo.com/types-of-ecommerce-business-models/>
3. <https://www.policybazaar.com/ifsc/articles/check-out-the-types-of-electronic-funds-transfer-in-india/>
4. <https://www.bigcommerce.com/blog/mobile-commerce/#common-benefits-of-mobile-commerce>
5. <https://www.marketingtutor.net/what-is-e-marketing/>
6. <https://www.businessmanagementideas.com/crm/e-crm/e-crm-meaning-evolution-and-benefits/3688>

Pedagogy: Chalk & Talk, Assignments, PPTs.

Rational for Nature of the Course: Can assist and support business professionals in computerised environment where techno-skills in any business having E Commerce Operations

Activities to be given

1. Undertaking E Marketing activity of his own interest either in product or service
2. Assignment on E-Business Models
3. Mini project on EFT on various business situations
4. Presentation through PPT on E Commerce operations.

Name of the Course Designer: Dr. A. Karuppusamy, Assistant Professor

LESSON PLAN

Unit	Course Content	Hours	Mode of Teaching
I	Introduction to E-Commerce Definition of Electronic Commerce – E-Commerce and Traditional Commerce – Advantages of E-Commerce –	3	Chalk & Talk, PPT, Quiz
	Business, Consumers, Society and Nation – E-Business and E-Commerce – Need for E-business – Factors stressing the need for E-business.	3	
II	Models of E-Commerce & E-Commerce Applications Business to Business E-Commerce (B2B) – Business to Consumers E-Commerce (B2C) – Consumer to Business E-Commerce (C2B) – Consumer to Consumer E-Commerce (C2C) – Business to Employee service E-Commerce (B2E) – Business to Government E-Commerce (B2G).	3	Chalk & Talk, PPT, Quiz
	E-Commerce Applications – Electronic Banking – Difference between Internet Banking and Traditional Banking – Electronic Trading – Insurance – Healthcare – E-tailing – Electronic Auctions – Electronic Brokers – Electronic Searching – E-Agriculture – E-Governance in India – E-Governance Models	3	
III	Electronic Fund Transfer Meaning – Benefits of Electronic Payment – Popular Electronic Payment Methods – Financial EDI – Credit Card System on the Internet	3	Chalk & Talk, PPT, Quiz
	Components of Online Credit Processing Security Requirements in E- Payment Systems – Key Security Schemes – Secret Key Cryptography – Public Key Cryptography – Digital Signature.	3	
IV	Mobile Commerce Mobile Commerce - Factors drive M-Commerce - Difference between E-Commerce and M-Commerce	3	Chalk & Talk, PPT Quiz
	Growth of M-Commerce in India - Applications of M-Commerce.	3	
V	E-Marketing Meaning – Advantages – E-Customers Relationship Management (E-CRM) – Advantages of using technologies for providing customer support	3	Chalk & Talk, PPT, Assignment, Quiz
	Phases of E-CRM – Features of E-CRM Software – E-CRM Work Model.	3	

Course Learning Outcome:

CLOs	On Completion of the course, the students should able to	K-Level
CLO1	Outline the basic aspects of E-Commerce.	Up to K 2
CLO2	Make use various models of E-Commerce and its applications in business	Up to K 3
CLO3	Experiment with Electronic funds transfer and E- Payment system	Up to K 3
CLO4	Analyze and develop the M Commerce in business applications	Up to K 4
CLO5	Apply working model on E -Marketing and E-CRM	Up to K 3

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

(CLOs)	Programme Outcomes (with Graduate Attributes)					
	PO 1 (Knowledge Base)	PO 2 (Problem Analysis & Investigation)	PO 3 (Communication Skills & Design)	PO 4 (Individual and Team Work)	PO 5 (Professionalism, Ethics and equity)	PO 6 (Life Long Learning)
CLO 1	2	2	2	2	2	3
CLO 2	2	2	2	2	2	3
CLO 3	2	2	3	3	2	3
CLO 4	2	2	2	2	2	3
CLO 5	2	2	2	2	2	3

3- Advance Application 2- Intermediate Level 1- Basic Level

Mapping of Course Learning Outcomes (CLOs) with Programme Specific Outcomes (PSOs)

(CLOs)	Programme Specific Outcomes (with Graduate Attributes)					
	PSO 1 (Knowledge Base)	PSO 2 (Problem Analysis & Investigation)	PSO 3 (Communication Skills & Design)	PSO 4 (Individual and Team Work)	PSO 5 (Professionalism, Ethics and equity)	PSO 6 (Life Long Learning)
CLO 1	2	2	2	2	2	3
CLO 2	2	2	2	2	2	3
CLO 3	2	2	3	3	2	3
CLO 4	2	2	2	2	2	3
CLO 5	2	2	2	2	2	3

3- Advance Application 2- Intermediate Level 1- Basic Level

Formative Examination- Blue Print

Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

CIA	CLOs	K- Level	Section A MCQ	Section B Short Answers	Section C (Either/Or Choice)	Section D (Open Choice)
I	CLO 1	Up to K2	2 (K1& K2)	1 (K1)	2 (K2&K2)	2(K2 & K2)
	CLO 2	Up to K3	2 (K1& K2)	2 (K2)	2 (K2&K2)	1(K3)
II	CLO 3	Up to K3	2 (K1& K2)	2 (K2)	2 (K2&K2)	1(K3)
	CLO 4	Up to K4	2 (K1& K2)	1 (K2)	2 (K3&K3)	2(K4 & K4)
No. of Questions to be asked			4	3	4	3
No. of Questions to be answered			4	3	2	2
Marks for each question			1	2	5	10
Total Marks for each section			4	6	10	20

Distribution of Marks with K Level for CIA I & CIA II

CIA	K Levels	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated
I	K1	2	2	-	--	4	6.67	67%
	K2	2	4	10	20	36	60.0	
	K3	-	-	10	10	20	33.33	33%
	Marks	4	6	20	30	60	100	100%
II	K1	2	-	-	--	2	3.34	34%
	K2	2	6	10	--	18	30.00	
	K3	-	-	10	10	20	33.33	33%
	K4	-	-	-	20	20	33.33	33%
	Marks	4	6	20	30	60	100	100%

CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination -Blue Print

Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

Units	CLOs	K- Level	Section A (MCQs)	Section B (Short Answers)	Section C (Either/Or Choice)	Section D (Open Choice)
1	CLO 1	Up to K2	2 (K1&K2)	1 (K1)	2 (K1&K1)	1(K2)
2	CLO 2	Up to K3	2 (K1&K2)	1 (K1)	2 (K2&K2)	1(K3)
3	CLO 3	Up to K3	2 (K1&K2)	1 (K2)	2 (K3&K3)	1(K3)
4	CLO 4	Up to K4	2 (K1&K2)	1 (K2)	2 (K4&K4)	1(K4)
5	CLO 5	Up to K3	2 (K1&K2)	1 (K2)	2 (K3&K3)	1(K3)
No. of Questions to be asked			10	5	10	5
No. of Questions to be answered			10	5	5	3
Marks for each question			1	2	5	10
Total Marks for each Section			10	10	25	30

Distribution of Marks with K Level for Summative Examination

K Levels	Section A (MCQs)	Section B (Short Answers)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated
K1	5	4	10	-	19	15.83	42%
K2	5	6	10	10	31	25.83	
K3	-	-	20	30	50	41.67	42%
K4	-	-	10	10	20	16.67	16%
Total	10	10	50	50	120	100	100%

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.