

# SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

## LESSON-PLAN

Class: BBA 3rd YEAR  
Subject: E-COMMERCE

Semester: 6th  
Session: 2021-22

| Lecture Number | Topic  |
|----------------|--|
| <b>1-20</b>    | <b>UNIT 1</b>  |
|                | Introduction – meaning, nature, concepts                               |
|                | Advantages and reasons for transacting online                          |
|                | categories of e-commerce   |
|                | Planning online business: nature and dynamics of the internet          |
|                | Pure online vs. brick and click business                               |
|                | Assessing requirement for an online business                           |
|                | Designing, developing and deploying the system, one to one enterprise  |
| <b>1-20</b>    | <b>UNIT 2</b>  |
|                | Technology for online business   |
|                | Internet, IT infrastructure  |
|                | Middleware contents: text and integrating e-business applications      |
|                | Mechanism of making payment through internet                           |
|                | Online payment mechanism, electronic payment systems, payment gateways |
|                | Visitors to website  |
|                | Tools for promoting website; plastic money                             |
|                | Debit card, credit card; laws relating to online transactions          |

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|-------------|---|
| <b>1-15</b> | <b>UNIT 3</b>   |
|             | Applications in e-commerce  |
|             | E-commerce applications in manufacturing                              |
|             | E-commerce applications in wholesale                                  |
|             | E-commerce applications in retail                                     |
|             | E-commerce applications in service sector                             |
| <b>1-15</b> | <b>UNIT 4</b>   |
|             | Virtual existence – concepts, working                                 |
|             | Advantages and pitfalls of virtual organizations                      |
|             | Workface, work zone and workspace and staff less organization         |
|             | Designing on E-commerce model for a middle level organization         |
|             | The conceptual design, giving description of its transaction handling |
|             | Infrastructure and resources required and system flow chart           |
|             | Security in e-commerce: digital signatures                            |
|             | Network security, data encryption secret keys, data encryption        |

**Signature: Priyanka Jain**

