



GAYATRI VIDYA PARISHAD COLLEGE OF ENGINEERING (Autonomous)

Approved by AICTE, New Delhi and Affiliated to JNTU-Kakinada

Re-accredited by NAAC with "A" Grade with a CGPA of 3.47/4.00

Madhurawada, Visakhapatnam - 530 048.

DEPARTMENT OF INFORMATION TECHNOLOGY

Scheme of Course Work

Course Title	E-Commerce
Course Code	15CS1109
Program	B.Tech.
Regulation	R-2015
Prerequisites	NA

Course Outcomes

CO1	Demonstrate an understanding of the foundations and importance of E-Commerce
CO2	Assess electronic payment systems
CO3	Analyze the impact of E-commerce on business models and strategy
CO4	Analyze the impact of advertising and marketing strategies
CO5	Use multimedia concepts

Course Outcome versus Program Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO-1	2	1	1		1			1							
CO-2	1	2	2		1			1							2
CO-3	1	1	1		1								1	1	2
CO-4	1	1	1		1	1					1				
CO-5	1	2	1		1										

Week	Topics/Contents	CO	Sample Questions	Teaching Strategy	Assessment Method & Schedule
1	Introduction to E-Commerce- Framework, Anatomy of E-Commerce Applications	1	1. Draw and Explain Generic Framework of E-Commerce. 2. Explain the Anatomy of E-Commerce applications.	Lecture and Discussion	Assignment-1 and Mid Test-1
2	E-Commerce Consumer Applications, E-Commerce Organization Applications	1	1. List the Pressures influencing business or Factors for changing business.	Lecture and Discussion, Sample Videos	Assignment-1 and Mid Test-1
3	Consumer Oriented E-commerce- Mercantile Process models.	1	1. Explain about Personal Finance and Home Banking Management. 2. Explain about Just In Time and Quick Response.	Lecture and Discussion	Assignment-1 and Mid Test-1

4	Introduction to Electronic Payment Systems-Digital Token-Based, Electronic Payments systems.	2	1. Explain the different types of Electronic Payment Systems. 2. Write short note on Electronic Cash.	Lecture and Discussion, Sample videos	Quiz-1 and Mid Test-1
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5	SmartCards, Credit Cards, Risks in Electronic Payments systems.	2	1. List and explain Risks in Electronic Payments systems. 2. List the factors of Designing Electronic Payments systems.	Lecture and Discussion	Quiz-1 and Mid Test-1
6	Inter Organizational Commerce- EDI, EDI Implementation, Value added networks.	2	1. Outline the Comparison of EDIFACT & X.12 Standards. 2. Explain the EDI layered architecture.	Lecture and Discussion	Quiz-1 and Mid Test-1
7	Intra Organizational Commerce- WorkFlow, Automation	3	1. Compare Vertical and Horizontal organizations. 2. Describe about Workflow automation.	Lecture and Discussion	Assignment-1 and Mid Test-1
8	Customization and Internal Commerce	3	List and Explain the Customization and its types	Lecture and Discussion	Assignment-1 and Mid Test-1
MID Test-1 (30 Marks) (Unit 1, 2 and First Half of 3)					
9	Supply chain Management. Corporate Digital Library	3	Brief about Supply Chain Management Process.	Lecture and Discussion	Assignment-2 and Mid Test-2
10	Document Library, digital Document types, Corporate Data Warehouses.	3	1. Explain the different Types of Digital Documents. 2. What is meant by Data warehouse and explain its types?	Lecture and Discussion	Assignment-2 and Mid Test-2
11	Advertising and Marketing- Information based marketing, Advertising on Internet, online marketing process	4	1. Explain about Online advertising paradigms. 2. Write the key components of internet advertising.	Lecture and Discussion	Quiz-2 and Mid Test-2
12	Market research. Consumer Search and Resource Discovery	4	What do you mean by Marketing Research?	Lecture and Discussion	Quiz-2 and Mid Test-2
13	Information search and Retrieval, Commerce Catalogues, Information Filtering	4	1. Explain about Electronic Yellow Pages. 2. Brief about Information filtering.	Lecture and Discussion	Quiz-2 and Mid Test-2
14	Multimedia- Key Multimedia Concepts	5	1. Narrate the multimedia key concepts.	Lecture and Discussion	Assignment-2 and Mid Test-2
15	Digital Video and Electronic Commerce	5	1. Explain the characteristics of Digital Video. 2. Brief about Data Compression Methods in detail.	Lecture and Discussion Sample Video	Assignment-2 and Mid Test-2

16	Desktop video Processing, Desktop Video Conferencing.	5	1. Explain about ISDN video conferencing method. 2. How POST is supporting for video conferencing.	Lecture and Discussion	Assignment-2 and MidTest-2
MidTest-2(30Marks)(Unit3SecondHalf,4and5)					
18	Preparation and Practical Examinations				
19,20	END Semester Exam (Unit 1,2,3,4 and 5)				
*****All the Best*****					