



Department of Computer Science and Engineering

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

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 Payment 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

5	Smart Cards, Credit Cards, Risks in Electronic Payment systems.	2	1. List and explain Risks in Electronic Payment systems. 2. List the factors of Designing Electronic Payment 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 - Work Flow, 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 mean 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, on-line marketing process	4	1. Explain about On-line 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 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 Mid Test-2
Mid Test-2 (30 Marks) (Unit 3 Second Half, 4 and 5)					
18	Preparation and Practical Examinations				
19, 20	END Semester Exam (Unit 1, 2, 3, 4 and 5)				
***** All the Best *****					