MOHAMED SATHAK ENGINEERING COLLEGE

Kilakarai- 623806

STAFF NAME : Mr.S.Rethinavelan

LESSON PLAN

Department of Information Technology

Name of the Subject	Electronic Commerce		Regulation	2017
Subject Code	IT8005		**Year / Sem**	**IV / VIII**
Academic Year	2023-2024		**Batch**	2020-2024

Course Objective

- To Learn the E-Commerce Platform and its concepts
- To Understand the Technology, infrastructure and Business in E-Commerce
- To Understand the Security and Challenges in E-Commerce
- To Build an Own E-Commerce using Open Source Frameworks

Course Outcome

CO1: Design Website using HTML CSS and JS.
CO2: Design Responsive sites.
CO3: Construct manage, maintain and support Web Apps.
CO4: Summarize the basic concepts and technologies used in the field of management.
CO5: Identify ethical, social, and security issues of information systems.
CO6: Examine how some of the technologies mentioned in the course are used to realize a typical Commercial system.

Sl. No.	Topic(s)	T / R* Book	Periods Required	Mode of Teaching (Google Meet/WB / PPT / NPTEL / MOOC /	Blooms Level (L1-L6)	CO
UNIT I INTRODUCTION TO E-COMMERCE AND TECHNOLOGY INFRASTRUCTURE						
1	Introduction to E-Commerce and Technology	T1	1	WB	L2	CO1
2	Working of Web	T1	1	WB	L2	CO1
3	HTML Markup for Structure	T1	1	WB	L4	CO1
4	Creating simple page	T1	1	WB	L2	CO1
5	Marking up text	T1	1	WB	L2	CO1
6	Adding Links	T1	1	WB	L2	CO1
7	Adding Images	T1	1	WB	L4	CO1
8	Table Markup	T1	1	WB	L4	CO1
9	Forms	T1	1	WB	L4	CO1

10	HTML5	**T1**	**1**	WB	**L4**	CO1

Suggested Activity: Assignment / Case Studies / Tuorials/ Quiz / Mini Projects / Model Developed/others Planned if any.
Assignment

Evaluation method: Assignment

UNIT - II BUILDING AN E-COMMERCE WEBSITE, MOBILE SITE AND APPS

11	Introduction to build an E-Commerce website, Mobile site and Apps.	**T1**	**1**	WB	**L2**	CO2
12	Systematic approach to build an E-Commerce	**T1**	**1**	WB/PPT	**L1**	CO2
13	Planning, System Analysis, System Design	**T1**	**1**	WB/PPT	**L2**	CO2
14	Building the system, Testing the system	**T1**	**1**	WB/PPT	**L4**	CO2
15	Implementation and Maintenance	**T1**	**1**	WB/PPT	**L4**	CO2
16	Optimize Web Performance	**T1**	**1**	WB/PPT	**L5**	CO2
17	Choosing hardware and software	**T1**	**1**	WB/PPT	**L4**	CO2
18	Other E-Commerce Site tools	**T1**	**1**	WB/PPT	**L5**	CO2
19	Developing a Mobile Website	**T1**	**1**	WB/PPT	**L4**	CO2
20	Developing a Mobile App	**T1**	**1**	WB/PPT	**L5**	CO2

Suggested Activity: Assignment / Case Studies / Tuorials/ Quiz / Mini Projects / Model Developed/others Planned if any

Evaluation method: Assignment

UNIT III: E-COMMERCE SECURITY AND PAYMENT SYSTEMS

21	Introduction to E-Commerce Security and Payment System.	**T1**	**1**	WB	**L3**	CO3
22	E-Commerce Security Environment	**T1**	**1**	WB	**L4**	CO3
23	Security threats in E-Commerce	**T1**	**1**	WB	**L5**	CO3
24	Technology Solutions: Encryption	**T1**	**1**	WB/PPT	**L4**	CO3
25	Securing Channels of Communication	**T1**	**1**	WB/PPT	**L3**	CO3
26	Protecting Networks	**T1**	**1**	WB/PPT	**L3**	CO3
27	Protecting Servers and Clients	**T1**	1	WB	**L2**	CO3
28	Management Policies	**T1**	1	WB	**L2**	CO3
29	Business Procedure and Public Laws	**T1**	1	WB	**L2**	CO3
30	Payment Systems	**T1**	1	WB	**L2**	CO3

Suggested Activity: Assignment / Case Studies / Tuorials/ Quiz / Mini Projects / Model Developed/others Planned if any
Assignment

Evaluation method: Quiz

UNIT IV: BUSINESS CONCEPTS IN E-COMMERCE

31	Introduction to Business concepts in E-Commerce	T1	1	WB	L2	CO4
32	Digital Commerce Marketing	T1	1	WB	L2	CO4
33	Advertising strategies and tools	T1	1	WB	L2	CO4
34	Internet Marketing Technologies	T1	1	WB	L2	CO4
35	Social Marketing	T1	1	WB	L4	CO4
36	Mobile Marketing	T1	1	WB	L5	CO4
37	Location based Marketing	T1	1	WB	L3	CO4
38	Ethical Issues in E-Commerce	T1	1	WB	L3	CO4
39	Social Issues in E-Commerce	T1	1	WB	L3	CO4
40	Political Issues in E-Commerce	T1	1	WB	L3	CO4

Suggested Activity: Assignment / Case Studies / Tuorials/ Quiz / Mini Projects / Model Developed/others Planned if any
Quiz

Evaluation method: Assignment/Seminar

UNIT V: PROJECT CASE STUDY

41	Case Study : Identify Key components	T1	1	WB/PPT	L2	CO5
42	Strategy	T1	1	WB/PPT	L2	CO5
43	B2B Models of E-commerce Business model	T1	1	WB/PPT	L2	CO5
44	B2C Models of E-commerce Business model of any e-commerce website	T1	1	WB/PPT	L4	CO5
45	Introduction to Woo-Commerce	T1	1	WB/PPT	L2	CO5
46	Introduction to Magento	T1	1	WB/PPT	L2	CO5
47	Introduction to Opencart	T1	1	WB/PPT	L2	CO5
48	Develop E-Commerce project in any one of Platforms like Woo-Commerce, Magento or Opencart	T1	1	WB/PPT	L6	CO5
49	Develop E-Commerce project in any one of Platforms like Woo-Commerce, Magento or Opencart	T1	1	WB/PPT	L6	CO5
50	Develop E-Commerce project in any one of Platforms like Woo-Commerce, Magento or Opencart	T1	1	WB/PPT	L6	CO5

Suggested Activity: Assignment / Case Studies / Tuorials/ Quiz / Mini Projects / Model Developed/others Planned if any

Evaluation method: Seminar

Content Beyond the Syllabus Planned

1	CSS, JS
2	

Text Books

1. Kenneth C.Laudon, Carol Guercio Traver "E-Commerce", Pearson, 10th Edition, 2016

Website / URL / References

2. http://devdocs.magento.com/
3. http://doc.prestashop.com/display/PS15/Developer+tutorials
4. Robbert Ravensbergen, "Building E-Commerce Solutions with WooCommerce", PACKT, 2nd Edition

Blooms Level

Level 1 (L1) : Remembering	Lower Order Thinking	Fixed Hour Exams	Level 4 (L4) : Analysing		Lower order	Higher Order Thinking
Level 2 (L2) : Understanding			Level 5 (L5) : Evaluating			
Level 3 (L3) : Applying			Level 6 (L6) : Creating			

Mapping syllabus with Bloom's Taxonomy LOT and HOT

Unit No	Unit Name	L1	L2	L3	L4	L5	L6	LOT	HOT
Unit 1	INTRODUCTION TO E-COMMERCE AND TECHNOLOGY INFRASTRUCTURE	0	5	0	5	0	0	5	5
Unit 2	BUILDING AN E-COMMERCE WEBSITE, MOBILE SITE AND APPS	1	2	0	4	3	0	3	7
Unit 3	E-COMMERCE SECURITY AND PAYMENT SYSTEMS	0	4	3	2	1	0	7	3
Unit 4	BUSINESS CONCEPTS IN E-COMMERCE	0	4	4	1	1	0	8	2
Unit 5	PROJECT CASE STUDY	0	6	0	1	0	3	6	4
Total		1	21	7	13	5	3	29	21

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	3	3	1	3	1	-	3	2	1	2	3	2
CO2	3	3	3	3	1	3	1	-	3	2	2	3	3	3
CO3	3	3	3	3	1	3	1	2	3	2	3	3	3	3
CO4	3	3	3	3	1	3	1	2	3	2	2	3	3	3
CO5	3	3	3	3	1	3	1	2	3	2	3	3	3	3
CO6	3	3	3	3	1	3	1	2	3	3	3	3	3	2
Avg	3	3.00	3.00	3.00	2.66	3.00	1.00	2.00	3.00	2.17	2.33	2.83	3.00	2.67

3	High level	2	Moderate level	1	Low level

Name & Sign of Faculty Incharge : Mr.S.Rethinavelan

Name & Sign of Subject Expert   : Dr.B.Aysha Banu

Head of the Department   : Dr.B.Aysha Banu