## MOHAMED SATHAK ENGINEERING COLLEGE

Kilakarai- 623806

STAFE NAME · Mr S Dathir vela

Forms

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STA	FF NAME :	Mr.S.Rethinavelan	ESSON PLAN	J								
			of Information		V							
Name of the Subject     Electronic Commerce     Regulation     2017												
Sı	ubject Code	IT8005		Ye	ar / Sem	IV / VII						
Academic Year 2023-2024 Batch 2020-2024												
		Co	urse Objectiv	ve								
• 1 • 1	Го Understa Го Understa	e E-Commerce Platform and its co and the Technology, infrastructure and the Security and Challenges in Own E-Commerce using Open Se	and Business E-Commerce ource Framew	e vorks	nmerce							
		Со	urse Outcom	e								
CO4		ze the basic concepts and technolo	ogies used in t	he field o	f manag	gement.						
CO6	•	ethical, social, and security issues of how some of the technologies me estem.		•		to realiz						
CO6 Com	6: Examine	how some of the technologies me		•		1e 01	ze a typical					
CO6	6: Examine	how some of the technologies me	ntioned in the	•	re used t Teac (Go Meet/WI	le of hing ogle 3 / PPT /		со				
CO6 Com Sl. No.	5: Examine	how some of the technologies me rstem.	T / R*	Periods Required	re used t Teac (Go Meet/WI	le of hing ogle 3 / PPT / MOOC /	ze a typical Blooms Level (L1-L6)					
CO6 Com Sl. No.	6: Examine nmercial sy	how some of the technologies me rstem. Topic(s)	T / R*	Periods Required	re used t Teac (Go Meet/WI NPTEL/ OGY IN	le of hing ogle 3 / PPT / MOOC /	ze a typical Blooms Level (L1-L6)					
COC Com SI. No.	6: Examine nmercial sy	how some of the technologies me rstem. Topic(s) RODUCTION TO E-COMMERC n to E-Commerce and Technology	T / R* Book CE AND TEC	Periods Required	re used to Teac (Go Meet/WI NPTEL / OGY IN W	ie of ching ogle 3 / PPT / MOOC / FRAS	ze a typical Blooms Level (L1-L6) FRUCTURE					
COC Com Sl. No. UNI 1	5: Examine nmercial sy IT I INTR Introduction Working of	how some of the technologies me rstem. Topic(s) RODUCTION TO E-COMMERC n to E-Commerce and Technology	T / R* Book CE AND TEO T1	Periods Required CHNOLC	WIOU Teac (Go Meet/WI NIDTEL / DGY IN W	ie of ching ogle 3 / PPT / MOOC / IFRAS	ze a typical Blooms Level (L1-L6) FRUCTURE L2	CO1				
CO6 Com Sl. No. UNI 1 2	5: Examine nmercial sy IT I INTR Introduction Working of	how some of the technologies merstem. Topic(s) CODUCTION TO E-COMMERCE n to E-Commerce and Technology Web Web	T / R* Book CE AND TEC T1 T1	Periods Required CHNOLC 1 1	re used to Teac (Go Meet/WI NIPTEL / DGY IN W W	Te of ching ogle 3 / PPT / MOOC / (FRAS) TB	ze a typical Blooms Level (L1-L6) FRUCTURE L2 L2 L2	CO1				
CO6 Com Sl. No. UNI 1 2 3	5: Examine nmercial sy IT I INTR Introduction Working of HTML Man	how some of the technologies merstem. Topic(s) CODUCTION TO E-COMMERC n to E-Commerce and Technology Web wup for Structure nple page	T / R* Book CE AND TEC T1 T1 T1	Periods Required CHNOLC 1 1 1	WIOG Teac (Go Meet/WI NDTEL/ DGY IN W W W	Te of ching ogle 3 / PPT / MOOC / IFRAS B B	ze a typical Blooms Level (L1-L6) FRUCTURE L2 L2 L2 L4	CO1 CO1 CO1				
CO6 Com Sl. No. UNI 1 2 3 4	5: Examine nmercial sy IT I INTR Introduction Working of HTML Man Creating sir	how some of the technologies merstem. Topic(s) CODUCTION TO E-COMMERC n to E-Commerce and Technology Web Web kup for Structure nple page text	T / R* Book CE AND TEC T1 T1 T1 T1 T1	Periods Required CHNOLC 1 1 1 1	re used to MIOU Teac (Go Meet/WI NIPTEL / DGY IN W W W W W	Te of cogle 3 / PPT / MOOC // TB TB TB TB TB	ze a typical Blooms Level (L1-L6) TRUCTURE L2 L2 L4 L2 L2	CO1 CO1 CO1 CO1				
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T1

1

WB

L4

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ssignm           valuati           INIT -           11           Int           12           Sy           13           Pla           14           Bu           15           Im           16           Op           17           Ch           18	ed Activity: Assignment / Case Studies / Tuorials nent ion method: Assignment - II BUILDING AN E-COMMERCE WE attroduction to build an E-Commerce website, lobile site and Apps. ystematic approach to build an E-Commerce lanning, System Analysis, System Design uilding the system, Testing the system nplementation and Maintenance ptimize Web Performance hoosing hardware and software	_				CO2 CO2 CO2	
valuati           INIT -           11         Int           12         Sy           13         Pla           14         Bu           15         Im           16         Op           17         Ch           18         Ot	ion method: Assignment         - II BUILDING AN E-COMMERCE WE         attroduction to build an E-Commerce website,         lobile site and Apps.         ystematic approach to build an E-Commerce         lanning, System Analysis, System Design         uilding the system, Testing the system         nplementation and Maintenance         ptimize Web Performance	T1 T1 T1 T1 T1 T1	1 1 1 1	WB WB/PPT WB/PPT	L2 L1 L2	CO2 CO2	
11     Int       12     Sy       13     Pla       14     Bu       15     Im       16     Op       17     Ch       18     Op	Attroduction to build an E-Commerce website, Iobile site and Apps. Iobile site and Apps. Iobile site and Apps. Iobile an E-Commerce Ianning, System Analysis, System Design Ioling the system, Testing the system Inplementation and Maintenance Ioptimize Web Performance	T1 T1 T1 T1 T1 T1	1 1 1 1	WB WB/PPT WB/PPT	L2 L1 L2	CO2 CO2	
11         Mi           12         Sy           13         Pla           14         Bu           15         Im           16         Oj           17         Ch           18         Ot	Iobile site and Apps.         ystematic approach to build an E-Commerce         lanning, System Analysis, System Design         uilding the system, Testing the system         nplementation and Maintenance         ptimize Web Performance	T1 T1 T1 T1	1 1 1	WB/PPT WB/PPT	L1 L2	CO2 CO2	
13         Pla           14         Bu           15         Im           16         Op           17         Ch           18         Ot	lanning, System Analysis, System Design uilding the system, Testing the system nplementation and Maintenance ptimize Web Performance	T1 T1 T1	1	WB/PPT	L2	CO2	
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15     Im       16     Op       17     Ch       18     Op	nplementation and Maintenance ptimize Web Performance	T1		WB/PPT	L4		
<ul><li>16 Oj</li><li>17 Ch</li><li>18 Ot</li></ul>	ptimize Web Performance		1			CO2	
17     Ch       18     Ot		T1		WB/PPT	L4	CO2	
<b>18</b> Ot	hoosing hardware and software		1	WB/PPT	L5 CO2		
		T1	1	WB/PPT	L4	CO2	
19 De	ther E-Commerce Site tools	T1	1	WB/PPT	L5	CO2	
	eveloping a Mobile Website	T1	1	WB/PPT	L4	CO2	
20 De	eveloping a Mobile App	T1	1	WB/PPT	L5	CO2	
Suggeste	ed Activity: Assignment / Case Studies / Tuorials	/ Quiz / Min	i Projects / N	Model Developed/	others Plann	ed if any	
Evaluati	ion method: Assignment						
U <b>NIT</b> I	III: E-COMMERCE SECURITY AND F	AYMENT	SYSTEM	(S			
	troduction to E-Commerce Security and Payment ystem.	T1	1	WB	L3	CO3	
	-Commerce Security Environment	T1	1	WB	L4	CO3	
23 Se	ecurity threats in E-Commerce	T1	1	WB	L5	CO3	
24 Te	echnology Solutions: Encryption	T1	1	WB/PPT	L4	CO3	
25 Se	ecuring Channels of Communication	T1	1	WB/PPT	L3	CO3	
26 Pr	rotecting Networks	T1	1	WB/PPT	L3	CO3	
27 Pr	rotecting Servers and Clients	T1	1	WB	L2	CO3	
28 M	lanagement Policies	T1	1	WB	L2	CO3	
<b>29</b> Bu	usiness Procedure and Public Laws	T1	1	WB	L2	CO3	
<b>30</b> Pa	ayment Systems	T1	1	WB	L2	CO3	
Assignm	ed Activity: Assignment / Case Studies / Tuorials nent ion method: Quiz	/ Quiz / Min	i Projects / N	Model Developed/	others Plann	ed if any	

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
Sugg Quiz	ested Activity: Assignment / Case Studies / Tuorials	/ Quiz / Min	i Projects / I	Model Developed	l/others Planne	d if any
	uation method: Assignment/Seminar					
UNI	T 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	<b>T1</b>	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
Sugg	ested Activity: Assignment / Case Studies / Tuorials	/ Quiz / Min	i Projects / I	Model Developed	l/others Planne	d if any
Evalı	uation method: Seminar					
Cont	ent Beyond the Syllabus Planned					
1	CSS, JS					
2						

## **Text Books**

1. Kenneur C.Laudon, Caror Ouercio Traver E-Commerce, rearson, rour Edución, 2010

## 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

					B	Blooms L	level							
Level 1 (L1) : RememberingLowerLevel 2 (L2) : UnderstandingOrderLevel 3 (L3) : Applyingng						Fixed	Level 4 (L4) : Analysing							
						Hour Exams	Level 5 (L5) : Evaluating					Lowe	Higher Order	
						Exams	Level 6 (L6) : Creating					order	Thinking	
Mapping syllabus with Bloom's							omy LOT and HOT							
Unit No Unit Name						L1	L2	L3	L4	L5	L6	LOT	НОТ	
Unit 1 INTRODUCTION TO E-COMMERCE AN TECHNOLOGY INFRASTRUCTURE						0	5	0	5	0	0	5	5	
ι	U <b>nit 2</b>	it 2 BUILDING AN E-COMMERCE WEBSITE, MOBILE SITE AND APPS					2	0	4	3	0	3	7	
ι	Jnit 3 E-COMMERCE SECURITY AND PAYM SYSTEMS					0	4	3	2	1	0	7	3	
Unit 4     BUSINESS CONCEPTS IN E-COMME       Unit 5     PROJECT CASE STUDY				ERCE	0	4	4	1	1 0	0 3	8	2		
Total						1	21	7	13	5	3	29	21	
					СС	) PO Ma	pping							
	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	e & Sign	of Faculty I	ncharge :	Mr.S.Ret	hinavela	n								
Name	& Sign	of Subject I	Expert :	Dr.B.Ay	sha Banu	1								
Head	of the D	epartment	:	Dr.B.Ays	ha Banu									