

Lesson Plan

Session - Even Semester 2021-22

Name of the Assistant/ Associate Professor: Sandeep Kumar

Class and Section: M.Com 4th Sem A & B **Subject:** IT and E-Commerce

Sr. No	Month	Week	Topics to be covered
1	April	1 st	Introduction to Subject and Introduction to E-commerce
		2 nd	Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce
		3 rd	Business models in E-commerce – e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms, etc.
		4 th	Electronic payment system; E-Banking – concept, operations.
2	May	1 st	Online fund transfer – RTGC, ATM, etc., Online share market operations.
		2 nd	Online marketing, Web-based advertising – concept, advantages, Types of online advertisements
		3 rd	Search engine – as an advertising media, search engine optimisation – concept and techniques;
		4 th	Email marketing; Social Networking and marketing – promotion, opinion formulation, etc.
3	June	1 st	Viral Marketing, E-retailing-concept, advantages, limitations; CRM and Information Technology, Tools to conducting online research – secondary research, online focus groups
		2 nd	web based surveys, data mining from social networking sites; Cloud computing – Concept, uses in business
		3 rd	Enterprise Resource Planning; Security issues in e-commerce - Online frauds
		4 th	Privacy issues; Cyber laws including Information Technology Act
4	July	1 st	Revision and Presentations
		2 nd	Revision and Presentations

Sandeep Kumar

Assistant Professor (Computer Science)