Lesson Plan

Name of the Assistant Professor……Nisha Rani………………

Class :……B.Com 3rd year   6th Sem…………

Subject: Essentials of E-Commerce   Session 2021-2022…………………………………………

Week	Topics
Unit-1	E-commerce
Week 1	History of E-Commerce Types of e commerce B2b business models B2 C business models M-commerce
Week 2	Business models in Emerging E-commerce areas Application in E-commerce E-commerce in service industry Retail E-commerce
Week 3	E-commerce in financial services E-commerce and shopping E-commerce travel and tourism Internet shopping Future of E-commerce

Unit-2	Technology infrastructure for E- commerce
Week 4	Internet key technology concepts Switching techniques ,TCP/ IP IP address domain names service URL client /server computing
Week 5	Internet protocol-HTTP E-mail protocols FTP ,and SSL,WWW, Internet and the web features Internets and extranets Role of internets in B2B applications
Week 6	Access to internets and extranets Application extranets Virtual private network (VPN) Firewall, web browser Elements of networking

Unit-3	The elements of E-commerce
Week 7	Element, e-visibility, e-shop, online payments Delivering the goods After- sales service Internet E-commerce security
Week 8	A website evaluation model E-business introduction Internet bookshops, grocery supplies, Software supplies and support electronic
Week 9	Newspaper internet banking Virtual auctions Online share dealing E-diversity
Week 10	Benefits of auctions Types and examples of on-line auctions

Unit-4	Customer relationship management
Week 11	Introduction need of an electronic CRM CRM's goal E-CRM applications CRM in Indian Banking Online Advertising Display Ads
Week 12	Search engine Advertising Sponsorships E-Mail Marketing Online catalogs Social Network Offline Adverting
Week 13	Website as a marketing communication toll Retail sector Advantages and challenges to online retail
Week 14	Revision of Unit 1,2,3,4 Class test Assignments Presentations