

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

FACULTY OF SCIENCE AND HUMANITIES

DEPARTMENT OF COMMERCE – LESSON PLAN – ODD SEMESTER 2018-2019

III YEAR – VI SEMESTER – CORE PAPER - XIV		L	T	P	TOTAL	CREDIT
UIS15E02	E – BUSINESS	3	1		4	UIS15E02

Maximum: 100 marks (Internal: 50 marks; External: 50 marks)

UNIT- I - INTRODUCTION

Introduction: Reasons for growth in service sector - Role of services in an economy - Distinction between goods and services - Classification of services - Marketing management process for service marketing.

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
1	18-06-2018	MONDAY	I	Issue of Syllabus and Introduction to E-Business
2	19-06-2018	TUESDAY	II	Meaning and types of E-Business
3	20-06-2018	WEDNESDAY	III	Advantages and disadvantages of e-Business
4	21-06-2018	THURSDAY	IV	Difference between E-Commerce and E-Business
	23-06-2018	SATURDAY		HOLIDAY
	24-06-2018	SUNDAY		HOLIDAY
5	25-06-2018	MONDAY	I	Value chain of E-Business
6	26-06-2018	TUESDAY	II	Value chain of E-Business
7	27-06-2018	WEDNESDAY	III	Infrastructure of E-Business
8	28-06-2018	THURSDAY	IV	Infrastructure of E-Business
	30-06-2018	SATURDAY		HOLIDAY
	01-07-2018	SUNDAY		HOLIDAY

9	02-07-2018	MONDAY	I	Internet Vs Web
10	03-07-2018	TUESDAY	II	SEMINAR
11	04-07-2018	WEDNESDAY	III	SEMINAR
12	05-07-2018	THURSDAY	IV	Revision of Unit I
	07-07-2018	SATURDAY		HOLIDAY
	08-07-2018	SUNDAY		HOLIDAY

UNIT - II -

Web based tools for e- business – e – business software – overview of packages

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
13	09-07-2018	MONDAY	I	Web based tool for E-business –Web Server
14	10-07-2018	TUESDAY	II	Operating system for web server
15	11-07-2018	WEDNESDAY	III	Web server software
16	12-07-2018	THURSDAY	IV	Web server software
	14-07-2018	SATURDAY		HOLIDAY
	15-07-2018	SUNDAY		HOLIDAY
17	16-07-2018	MONDAY	I	Web Portals
18	17-07-2018	TUESDAY	II	E-Business Software's
19	18-07-2018	WEDNESDAY	III	Functions of E-Business Soft wares
20	19-07-2018	THURSDAY	IV	Functions of E-Business Soft wares
	21-07-2018	SATURDAY		HOLIDAY
	22-07-2018	SUNDAY		HOLIDAY
21	23-07-2018	MONDAY	I	E-Business software's for large, mid and small scale enterprises
22	24-07-2018	TUESDAY	II	Overview of packages

23	25-07-2018	WEDNESDAY	III	Software packages for E-Business
24	26-07-2018	THURSDAY	IV	Revision – Unit I and II – Cycle Test – I
	28-07-2018	SATURDAY		HOLIDAY
	29-07-2018	SUNDAY		HOLIDAY

UNIT III

Security threats to e- business – implementing security for e – commerce and electronic payment systems.

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
25	30-07-2018	MONDAY	I	Security threats- Kinds of Security Threats to e-business
26	31-07-2018	TUESDAY	II	Types of Viruses
27	01-08-2018	WEDNESDAY	III	Characteristics of Virus & Protection against viruses
28	02-08-2018	THURSDAY	IV	Designing of Security
	04-08-2018	SATURDAY		HOLIDAY
	05-08-2018	SUNDAY		HOLIDAY
29	06-08-2018	MONDAY	I	Security in Cyberspace
30	07-08-2018	TUESDAY	II	Security Protection and Recovery
31	08-08-2018	WEDNESDAY	III	CYCLE TEST - I
32	09-08-2018	THURSDAY	IV	-DO-
33	10-08-2018	FRIDAY	V	-DO-
	11-08-2018	SATURDAY		HOLIDAY
	12-08-2018	SUNDAY		HOLIDAY
34	13-08-2018	MONDAY	I	Firewalls and Security
35	14-08-2018	TUESDAY	II	Electronic Payment System

36	15-08-2018	WEDNESDAY		INDEPENDENCE DAY – HOLIDAY
37	16-08-2018	THURSDAY	III	Process of Electronic Payment System
38	17-08-2018	FRIDAY	IV	Revision Unit III
	18-08-2018	SATURDAY		HOLIDAY
	19-08-2018	SUNDAY		HOLIDAY

UNIT- IV

Strategies for marketing, sales and promotion – B2C and strategies for purchasing And support activities – B2B – web auction virtual- web portals

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
39	21-08-2018	TUESDAY	I	Internet Marketing Techniques
	22-08-2018	WEDNESDAY		
40	23-08-2018	THURSDAY	II	The E-Cycle of Internet Marketing
41	24-08-2018	FRIDAY	III	Promoting the site on the Web and Internet
	25-08-2018	SATURDAY		HOLIDAY
	26-08-2018	SUNDAY		HOLIDAY
42	27-08-2018	MONDAY	IV	Internet Marketing Techniques
43	29-08-2018	WEDNESDAY	I	The Pros and Cons of Online Shopping
44	30-08-2018	THURSDAY	II	Tracking Customers
45	31-08-2018	FRIDAY	III	Customer Service
	01-09-2018	SATURDAY		HOLIDAY
	02-09-2018	SUNDAY		HOLIDAY
46	03-09-2018	MONDAY	IV	Attracting Customers to the Site
47	05-09-2018	WEDNESDAY	I	Web Auction Virtual

48	06-09-2018	THURSDAY	II	Web Portals
49	07-09-2018	FRIDAY	III	SEMINAR
	08-09-2018	SATURDAY		HOLIDAY
	09-09-2018	SUNDAY		HOLIDAY
50	10-09-2018	MONDAY	IV	Revision Unit III and Unit IV – Cycle

UNIT - V

The environment of e- business – international – legal – ethical – tax issues –
Business plan for implementing e- business

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
51	12-09-2018	WEDNESDAY	I	Environment of E-Business
	13-09-2018	THURSDAY		GANESH CHATURTHI – HOLIDAY
52	14-09-2018	FRIDAY	II	International Environment
	15-09-2018	SATURDAY		HOLIDAY
	16-09-2018	SUNDAY		HOLIDAY
53	17-09-2018	MONDAY	III	CYCLE TEST – II
54	18-09-2018	TUESDAY	IV	-DO-
55	19-09-2018	WEDNESDAY	V	-DO-
56	20-09-2018	THURSDAY	I	Ethical Issues
	21-09-2018	FRIDAY		MUHARRAM – HOLIDAY
	22-09-2018	SATURDAY		HOLIDAY
	23-09-2018	SUNDAY		HOLIDAY
57	24-09-2018	MONDAY	II	Legal Issues
58	25-09-2018	TUESDAY	III	Taxation Issues

59	26-09-2018	WEDNESDAY	IV	Business plan for implementing e-business
60	28-09-2018	FRIDAY	I	Revision
	29-09-2018	SATURDAY		HOLIDAY
	30-09-2018	SUNDAY		HOLIDAY
61	01-10-2018	MONDAY	II	Revision
	02-10-2018	TUESDAY		GANDHI JAYANTHI – HOLIDAY
62	03-10-2018	WEDNESDAY	III	Revision
63	04-10-2018	THURSDAY	IV	Revision Unit V
	06-10-2018	SATURDAY		HOLIDAY
	07-10-2018	SUNDAY		HOLIDAY

REVISION AND EXAMINATION SCHEDULE

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
64	08-10-2018	MONDAY	I	ISSUE OF QUESTION BANK WITH ANSWERS
65	09-10-2018	TUESDAY	II	REVISION – PART A – ALL FIVE UNITS
66	10-10-2018	WEDNESDAY	III	REVISION – PART B – ALL FIVE UNITS
67	11-10-2018	THURSDAY	IV	REVISION – PART B – ALL FIVE UNITS
	12-10-2018	FRIDAY		MODEL EXAMINATION - ALL UG & II PG
	13-10-2018	SATURDAY		HOLIDAY
	14-10-2018	SUNDAY		HOLIDAY
	15-10-2018	MONDAY		MODEL EXAMINATION - ALL UG & II PG
	16-10-2018	TUESDAY		-DO-
	17-10-2018	WEDNESDAY		-DO-

	18-10-2018	THURSDAY		AYUDHA POOJA – HOLIDAY
	19-10-2018	FRIDAY		DUSSEHRA – HOLIDAY
	20-10-2018	SATURDAY		HOLIDAY
	21-10-2018	SUNDAY		HOLIDAY
	22-10-2018	MONDAY		MODEL EXAMINATION - ALL UG & II PG
	23-10-2018	TUESDAY		-DO-
	24-10-2018	WEDNESDAY		SEMESTER PRACTICAL EXAMINATION
	25-10-2018	THURSDAY		-DO-
	26-10-2018	FRIDAY		-DO-
	27-10-2018	SATURDAY		HOLIDAY
	28-10-2018	SUNDAY		HOLIDAY
	29-10-2018	MONDAY		SEMESTER PRACTICAL EXAMINATION
	30-10-2018	TUESDAY		-DO-
	31-10-2018	WEDNESDAY		-DO-
	01-11-2018	THURSDAY		SEMESTER PRACTICAL EXAMINATION
	02-11-2018	FRIDAY		-DO-
	03-11-2018	SATURDAY		HOLIDAY
	04-11-2018	SUNDAY		HOLIDAY
	05-11-2018	MONDAY		
	06-11-2018	TUESDAY		DEEPAVALI – HOLIDAY
	07-11-2018	WEDNESDAY		
	08-11-2018	THURSDAY		SEMESTER THEORY EXAMINATION

TEXT BOOK

1. “E-Commerce- The Cutting Edge of Business (1999)”, Kamlesh Bajaj, Tata McGraw Hill Publications, India.

REFERENCES

1. Napier,Judd,River,Wagnet (2001), “Creating a Winning E-Business, Vikas Publishing House, Uttar Pradesh
2. Kenneth C.Laudon, Carol Guercio Traver (2003), E-Commerce-business,technology”,Pearson Education(Singapore)Pvt.Ltd
3. Chauhan K S, (2012), Auditing, Suchita Publication, Uttar Pradesh
4. Kalakota & Whinston, (1999), “Frontier of Electronic Commerce”,Addison Wesley Longman Inc.India

QUESTION PAPER PATTERN – UNIT BASED

EXAMINATION	PART – A	PART – B	TOTAL MARKS
CYCLE TEST I - Unit I and II II – Unit III and IV	9 Questions – Equally Distributed- All questions to be answered and each carries TWO Marks	2 Questions – 1 Question from each Unit – Internal Choice Pattern – Each Carries 16	Part A – 18 Marks and Part B – 32 Marks = Total Marks – 50 Marks
MODEL EXAMINATION Full Syllabus	10 Questions – 2 Questions from each Unit - All Questions carry 2 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks
SEMESTER EXAMINATION Full Syllabus	10 Questions – 2 Questions from each Unit - All Questions carry 2 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks

EVALUATION AND MARKS

1. Internal Examination – 40 Marks

Cycle Test – I – Marks obtained for 50 will be converted to 10

Cycle Test – II – Marks obtained for 50 will be converted to 10

Model Examination – Marks obtained for 100 will be converted to 20

2. Assignment – 5 Marks

5 Marks will be awarded for Assignment/Project/Seminar/Class Work Maintenance

3. Attendance – 5 Marks

Attendance Marks is as

95% and More Attendance – 5 Marks

90% to 94.99% - 4 Marks

85% to 89.99% - 3 Marks

80% to 84.99% - 2 Marks

75% to 79.99% - 1 Mark

Less than 75% - Nil

4. External Examination – 50 Marks

Examination will be conducted at the end of the Semester – marks Obtained for 100 will be converted to 50.

5. Qualification to Higher Semester and Passing Criteria

Student must appear for minimum of Three Subjects in the Current Semester to qualify for higher semester – failure will lead to detention in the present semester

Passing minimum is 40% in End Semester (External) Examination and 40% Overall (Internal and External)

ATTENTION TO STUDENTS:

***** Students securing less than 75% Attendance in the semester and students fail to appear for minimum of THREE Examinations will be detained in the semester and they have to redo the semester in the next Academic Year the same semester on payment of fees as prescribed by the Institution*****