Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Lab Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Quiz/ Seminar	Assignment	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4	✓	✓		✓

5. E-COMMERCE

Discipline	COMPUTER SCIENCE
Course Code	UK2DSCCSC104
Course Title	E-COMMERCE
Type of Course	DSC

Semester	II				
Academic Level	1 .				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4 hours
Pre-requisites	Basic knowledge of computers				
Course Summary	This course provides an overview of the evolution, strategies, and implementation of e-commerce, exploring its impact on business and consumer behaviour in the digital age.				

Detailed Syllabus:

Module	Unit	Content	Hrs (L)
I		**Introduction to E-Commerce**	**12**
	1	Introduction: Definition, Difference between E-Commerce and E-Bussiness, Technological Building Blocks, Major trends in E-Commerce.	
	2	E-commerce Brief History, Unique Features: Ubiquity, Global Reach, Universal Standards, Richness, Interactivity, Information density, Personalization and Customization.	
	3	Types of E-Commerce: B2C, B2B, C2C, M-Commerce, Social E-Commerce and Local E-Commerce.	
	4	Understanding E-Commerce: Technology, Business, Society	
II		**E-commerce Business Strategies**	**12**
	5	Business Models : Introduction, Eight key Elements of a Business Model.	
	6	B2C: Online Retailer, Community Provider, Content Provider, Portal, Transaction Brocker, Market Creator.	
	7	B2B: E-distributer, E-procurement, Exchanges, Industry Consortia	
	8	Industry Structure, Industry Value Chain, Firm Value Chains, Firm Value Webs, Business Strategy.	
III		**Technology Infrastructure**	**12**

	9	The Internet Backbone, Internet Exchange Points, Tier 3 ISP, Mobile Internet Access	
	10	E-Commerce System Development Life Cycle, Alternative Web Development Methodologies	
	11	Choosing Software, Choosing Hardware, E-Commerce Site Tools.	
	12	E-Commerce Security Environment, Security Threats, E-Commerce Payment systems.	
IV		**Business Concepts and Social Issues**	**12**
	13	Digital Commerce Marketing and Advertising Strategies and Tools	
	14	Online Marketing Technologies, Online Marketing Metrics: Lexicon.	
	15	Social Marketing, Mobile Marketing, Local and Location based Mobile Marketing.	
V		**Flexi Module: Not included for End Semester Exams**	**12**
	16	Case Study: Uber-Everything on Demand.	
	17	Case Study: Skyscanner- The One Stop Travel Platform.	

TEXT BOOK

1. Kenneth C. Laudon, Carol Guercio Traver, E-Commerce 2023-24: Business, Technology, Society,18th Edition(Global), Pearson
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI
3. E-Commerce, Fundamentals And Applications By Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang · Wiley India Pvt. Limited
4. Introduction to E-commerce,By Jeffrey F. Rayport, Bernard J. Jaworski McGraw-Hill

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Summarise basic concepts of E-commerce	U	PSO-1

CO-2	Identify various types of E-commerce strategies	An	PSO-1
CO-3	Explain E-commerce Technology Infrastructure	U	PSO-1
CO-4	Differentiate between various digital commerce technologies and tools	An	PSO-1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO-1	Summarise basic concepts of E-commerce	PO-6, 7 PSO-1	U	F, C	L	-
CO-2	Identify various types of E-commerce strategies	PO-6, 7 PSO-1	An	F, C	L	-
CO-3	Explain E-commerce Technology Infrastructure	PO-6, 7 PSO-1	U	F, C	L	-
CO-4	Differentiate between various digital commerce technologies and tools	PO-6, 7 PSO-1	An	F, C	L	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4

CO 1	-	-	-	-	-	2	2	-	2	-	-	-
CO 2	-	-	-	-	-	2	3	-	2	-	-	-
CO 3	-	-	-	-	-	2	3	-	2	-	-	-
CO 4	-	-	-	-	-	2	3	-	2	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	**Assignment**	**Discussion**	**End Semester Examinations**
CO 1	✓			✓