

Lesson Plan

Name of the Faculty : Ms. Gurpreet Bansal(Asstt. PROFESSOR)

Discipline : MBA

Semester : 4th

Subject : Ecommerce (MBA-206)

Lesson Plan Duration : 15 weeks (from January, 2018 to April, 2018)

Work Load (Lecture/Practical) per week (in hours):Lecture: 3, Practical:2

Week	Theory		Practical	
	Lecture Day	Topic(including Assignment/Test)	Practical Day	Topic
1st	1 st	Introduction to E-Commerce	1 st	
	2 nd	Basic concepts and framework	2 nd	
	3 rd	E-commerce and E-business comparison		
	T1	Tutorial---review of lectures		
2nd	4 th	Unique features of e-commerce	3 rd	
	5 th	Case Studies in Ecommerce	4 th	
	6 th	Assignment on above topics/ Test 1		
	T2	Tutorial---problem/review of lectures		
3rd	7 th	Case Studies in Ecommerce	5 th	
	8 th	Types of e-commerce	6 th	
	9 th	Origins and evolution of e-commerce		
	T3	Tutorial---problem/ review of lectures		
4th	10 th	Case Studies	7 th	
	11 th	Types of e-commerce	8 th	
	12 th	Assignment on above topics/ Test 2		
	T4	Tutorial---problem/review of lectures		
5th	13 th	Case Studies	9 th	

	14 th	Types of e-commerce	10 th	
	15 th	Origins and evolution of e-commerce		
	T5	Tutorial---problem/review of lectures		
6th	16 th	Case Studies	11 th	
	17 th	Key elements of e-commerce business models	12 th	
	18 th	Assignment on above topics/ Test 3		
7th	19 th	B2C business models	13 th	
	20 th	B2B business models,	14 th	
	21 st	Case Studies		
	T6	Tutorial---problem/review of lectures		
8th	22 nd	Impact of e-commerce on business strategy	15 th	
	23 rd	Case Studies	16 th	
	24 th	Assignment on above topics/ Test 4		
	T7	Tutorial---problem/review of lectures		
9th	25 th	commercialization of Internet service	17 th	
	26 th	Evolution of the Internet and key concepts,	18 th	
	27 th	Network infrastructure for e-commerce comprising of hardware and software Requirements		
	T8	Tutorial---problem/review of lectures		
10th	28 th	wireless and mobile networks for e-commerce	19 th	
	29 th	e-commerce enabling features of the Internet and WWW	20 th	
	30 th	Assignment on above topics/ Test5		
	T9	Tutorial---problem/review of lectures		
11th	31 st	Process involved and major considerations in the development of e-commerce	21 st	

	32 nd	Factors in optimizing websites for performance	22 nd	
	33 rd	Security Threats and countermeasures in e-commerce		
	T10	Tutorial---problem/review of lectures		
12th	34 th	Costs, benefits and barriers to e-commerce	23 rd	
	35 th	Understanding online audience and consumer behavior	24 th	
	36 th	Online Marketing Technologies , Marketing and branding strategies		
	T11	Tutorial---problem/review of lectures		
13th	37 th	Ethical, social and political issues in e-commerce	25 th	
	38 th	Online Retailing; Online Content and Publishing	26 th	
	39 th	Assignment on above topics/ Test6		
	T12	Tutorial---problem/ review of lectures		
14th	40 th	E-procurement	27 th	
	41 st	Supply Chain Management	28 th	
	42 nd	Online auctions, e-commerce portals and Social networks		
15th	43 rd	Problem session	29 th	
	44 th	Problem session	30 th	
	45 th	Problem session		

IMPORTANT DATES (KEY DATES)

* 14 to 16 February, 2018 (Wednesday -Friday)----- SESSIONAL I

* 4 - 6 April, 2018 (Wednesday - Friday) ----- SESSIONAL II

*27 April, 2018 (Friday) ----- LAST DAY OF SESSION

*1 May to 8 May, 2018 (Tuesday-Tuesday)----- PRACTICAL EXAMINATION

Start of End semester examinations (Even Semester)-----11 May, 2018 (Friday) to 10 June, 2018 (Sunday)