Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2014-15)

Programme Name: MMS

Name of the Course: E - Commerce

Maximum marks: 100   No. of Sessions: 15

Name of the Faculty: Ms. Vibhuti Save

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Weblink: NA

Learning Objectives:

- To learn the terminology and basic principles behind e-commerce

- To learn about the many options open to web entrepreneurs

- To understand Internet Business models as they are used among the leading online industries.

Reference Books:

1. E – Commerce by P.T. Joseph, S.J.
2. Information Technology for Management by Behl
3. Information Technology for Management by Henry C. Lucas, Jr.
4. Information Technology for Management by Efraim Turban
5. **E – Business By Icfai University Press**

Plan:

Session No	Topics to be covered	Pedagogy	Remark
1	E-Business Evolution	• PPT for theory concepts , • Case discussion: GE Plastics • Discussion on Paul's e-commerce Story(Video)	Completed
2	E-Business Infrastructure	PPT	Completed
3	E Business Traditional Business Models	PPT Case discussion: Diamonds Forever	Completed

4	E- Business Modern Models	• PPT: 20Types of E Business Models • Actual execution of all type of E Business models website to notice the difference	Completed
5	E-Governance	• PPT • Discussion on two projects of government: 1. Aadhaar Linking for Social Sector Programs 2. E-Governance in Public Health Dept	Completed
6	Internet and Marketing(PART I)	• PPT • Case discussion	Completed
7	Internet and Marketing(PART II)	• PPT • Practical :Design prototype for college	
8	Emerging Trends in Telecom – Wireless Broadband	• PPT • Case Discussion	
9	Emerging Trends in Telecom –VOIP, Convergence	• PPT • Case Discussion	
10	Emerging Trends in E-Business-Services Trading	• PPT • Case Discussion	
11	Emerging Trends in E-Business-User generated content	• PPT • Discussion on	

		Practical Examples	
12	Emerging Trends in E-Business-Peer to Peer, Social Networking	• PPT • Case Study	
13	Presentation of students projects	• Presentation on Projects allotted to students • Question answer session	
14	Summarize cases discussion Revision of whole syllabus	Quiz Discussion on latest E Commerce Trends	
15	Case Solving test		

Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Objective	20
Presentation	Knowledge about topic, Body Language, Communication Skill,	10
Attendance		5
Participation	Quiz, Knowledge sharing , Updated with latest strategies	5
Others		

II) External:
(*Sample questions*)

1. Explain E-Business Modern Models with an example for each type (20 Marks)
2. Short note on E-Business Infrastructure.(5 Marks)
3. Four questions on case given.

Signature of Faculty   **Signature of the Co-ordinator**