

College of IT and Management Education

Lesson Plan

Sub : E-COMMERCE AND ERP (MCC 406)

Branch : MCA

Semester : 4th Semester MCA (Jan-June, 2017)

Name of the Faculty : Nihar Ranjan Sabat

Total Credit Point: 3

Total Number of Classes: 40

Sl. No.	TOPIC PLANNED	SESSION
	MODULE-I	12 Hours
1	Business models	1
2	Revenue models and business processes	1
3	Economic forces & e-commerce, identifying e-commerce opportunities	1
4	International nature of e-commerce, technology infrastructure-internet & WWW	1
5	Revenue models in transaction, revenue strategic issues	1
6	Creating an effective web presence, website usability	1
7	Web marketing strategies	1
8	Communicating with different market segments	1
9	Customer behavior and relationship intensity	1
10	Advertising on the web	1
11	E-mail marketing, technology enabled CRM	1
12	Search engine positioning and domain names	1
	MODULE-II	14 Hours
16	(Overview strategic methods for Developing E-Commerce) Purchasing, logistics and supply activities	1
17	Electronic data interchange (EDI)	1
18	Electronic data interchange on the internet	1
19	Supply chain management using internet technologies	1
20	Electronic market place & portals (Home shopping, E-marketing, Tele marketing)	1
21	Auctions, online auctions, virtual communicative & web portals	1
22	Legal, ethical & tax issues in e-commerce — use and protection of intellectual property in online business, online crime, terrorism & warfare, ethical issues	1
23	Four C's (Convergence, Collaborative computing, Content management & Call centre)	1
24	Web server hardware & software, e-commerce software, ecommerce security — online security issues	1
25	Security for client computers, communication channel security,	

	security for server computers, organizations that promote computer security	1
26	Payment statements in e-commerce, Payment through card system	1
27	E-cheque, E-cash, E-payment threats and protection	1
28	Planning for e-commerce— planning e-commerce initiatives	1
29	Strategies for delivering e-commerce web sites, managing e-commerce Implementations	1
	MODULE-III	14 Hours
34	Business functions	1
35	Processes & data requirements	1
36	Development of ERP systems	1
37	Marketing information systems	1
38	Sales order process	1
39	Production & supply chain management information systems	1
40	Production & supply chain management information systems	1
41	Accounting in ERP systems	1
42	Human resource processes with ERP, process modeling	1
43	Human resource processes with ERP, process modeling	1
44	Process improvement and ERP implementations	1
45	Process improvement and ERP implementations	1
46	Relationship between ecommerce and ERP	1
47	Relationship between ecommerce and ERP	1

Text Books

1. Dave Chaffey, "*E-Business and E-Commerce Management*", Third Edition, 2009, Pearson Education Inc., New Delhi.
2. Ellen Monk, Bret Wagner, "*Concepts in Enterprise Resource Planning*", Second Edition, CENGAGE Learning India Pvt. Ltd., New Delhi.

Reference Books:

1. Gary P. Schneider, "*Electronic Commerce*", Seventh Edition, CENGAGE Learning India Pvt. Ltd., New Delhi.
2. K.K.Bajaj, D. Nag "*E-Commerce*", 2nd Edition, McGraw Hill Education, New Delhi
3. P.T. Joseph, "*E-Commerce An Indian Perspective*", PHI Publication, NewDelhi.
4. Bhaskar Bharat, "*Electronic Commerce-Technology and Application*", McGraw Hill Education, New Delhi
5. Mary Sumner, "*Enterprise Resource Planning*", 2005, PHI Learning India Pvt. Ltd. / Pearson Education, Inc. New Delhi.
6. Chan, "*E-Commerce fundamentals and Applications*", Wiley India, New Delhi

N.R. Sobal
Faculty

Prishu
Course Coordinator

[Signature]
Principal