



**NSCB Memorial Govt. Degree College
Hamirpur
District Hamirpur (H.P.)**



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LESSON PLAN

Session (2024-2025)

Class: B.C.A (5th SEM)
Subject: E Commerce
Course Code: BCA 0502

Name of the Teacher: Prof. Madhuri Gupta
Room No: 262

S. No	Dates	Topics to be covered
Admissions of B.C.A	20-05-2024 to 10-06-2024	Counseling/Admissions
Week 1	18-07-2024 to 20-07-2024	Orientation programme.
Week 2	22-07-2024 to 26-07-2024	E-Commerce: Definition, Framework, Architecture, benefits and Impact of e-Commerce, the Anatomy of e-Commerce application, eCommerce Consumer applications.
Week 3	27-07-2024 to 31-07-2024	E-Commerce Organization Application, e-commerce in India, Prospects of e-Commerce.
Week 4	01-08-2024 to 08-08-2024	Consumer oriented applications, mercantile Process Models.
Week 5	09-08-2024 to 12-08-2024	Consumer's perspective, Merchant's perspective. Advertising and marketing on the Internet.
Week 6	13-08-2024 to 16-08-2024	The new age information based marketing, Advertising on the Internet Active or push based advertising models.
Week 7	17-08-2024 to 27-08-2024	Passive or pull based advertising models. Guidelines for Internet advertising.
Week 8	28-08-2024 to 31-08-2024	Online marketing process, Types of Electronic Payment System.
Week 9	02-09-2024 to 07-09-2024	Digital token based electronic payment systems.
Week 10	09-09-2024 to 14-09-2024	Smart cards and electronic payment systems, credit card based electronic payment systems.
Week 11	16-09-2024 to 21-09-2024	Risk and electronic payment systems. Electronic data Interchange.
Week 12	23-09-2024 to 27-09-2024	Electronic data Interchange applications in business.
Week 13	28-09-2024 to 29-09-2024	Securing the Business on Internet: security Policy, Procedures and Practices.
Week 14	30-09-2024 to 05-10-2024	Minor Test.
Week 15	07-10-2024 to 12-10-2024	The e-CRM marketing major trends in India, Global Scenario for eCRM, CRM utility in India.

Week 16	14-10-2024 to 19-10-2024	Transaction security, CRM, what is e-CRM, it's applications, its marketing.
Week 17	21-10-2024 to 28-10-2024	Electronic Data Interchange.
Week 18	29-10-2024 to 03-11-2024	DIWALI BREAK
WEEK 19		Final Practicals and Exams