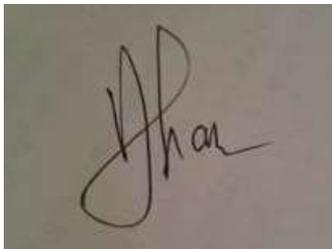


School of Management

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	E-Commerce
2.	Course Code	UGSEC-204B
3.	Academic Year	2024-25
4.	Semester	2 nd
5.	Number of Lesson plans	26
6.	Faculty Assigned	Dr. Amanpreet Kaur



Faculty Signature

Lesson Plan No. 0	Course Name: E-Commerce Topic: Introduction to the course	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the course content to be covered during the sem. Understand the assessment tools during the session. Analyze the importance of studying this course.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. Video https://www.youtube.com/watch?v=I8orI4WIRQY https://www.youtube.com/watch?v=HwjhTNRc3sM https://www.youtube.com/watch?v=DkiREfBb9tc
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask questions "Have you ever purchased anything online? What was your experience?" Development (25 minutes) <ul style="list-style-type: none"> -Definition & Scope -Facts related to ecommerce and e business. -Importance of studying this course -Benefits of Ecommerce. -Number of annual online shoppers in India from 2019 to 2021, with an estimate until 2027 -Latest Trends & Market Data (with Facts & Figures) <ul style="list-style-type: none"> Global E-Commerce market expected to reach \$6.3 trillion by 2024. India's E-Commerce sector to hit \$200 billion by 2026 (Statista). Mobile commerce (M-Commerce) accounts for 73% of total online sales. Top E-Commerce Companies: Amazon, Alibaba, Flipkart, eBay, Shopify - Discussion of syllabus -Assessment and Evaluation of the course Exercise (5 minutes) – Ask students to guess how OR is applied in their daily lives (e.g., online shopping, sports scheduling, traffic management).



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading4. Introduction to supply chain management by Robert B. Handfield & Ernest L. Nichols <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which of the following is an example of C2C E-Commerce? a) Amazon b) Flipkart c) eBay ✓ d) Alibaba What percentage of global E-Commerce sales comes from mobile commerce? a) 25% b) 50% c) 73% ✓ d) 90% <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1	Course Name: E-Commerce Topic: Introduction to E-Commerce and Online Business: Online Business: Meaning,	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define E-Commerce and understand its fundamental concepts. Differentiate between E-Commerce and traditional business models. Identify the scope and importance of online business in today's economy.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. Video https://www.youtube.com/watch?v=I8orI4WIRQY
Teaching Development	<p>4. Introduction (5 minutes) Ask questions -Start the discussion with students: "Have you ever purchased anything online? If yes, what influenced your decision?" -Explain how E-Commerce has changed the way businesses operate globally.</p> <p>5. .Development (25 minutes)</p> <p>- What is E-Commerce?</p> <p>Definition: Buying and selling goods/services using the internet. Examples: Amazon, eBay, Flipkart, Shopify.</p> <p>- Scope & Importance of E-Commerce</p> <p>Global Market Reach (24/7 availability). Lower operational costs than physical businesses. Fast and secure online payment systems (UPI, PayPal, digital wallets).</p> <p>-Impact of Online Business</p> <p>Reduces physical store costs, enables global reach. Increases convenience for customers (home delivery, digital payments). Increases business competition and innovation.</p>

	<p>Advantages and Disadvantages of E-commerce</p> <p>Key components of ecommerce</p> <p>6. Exercise (5 minutes) – Ask students to guess how OR is applied in their daily lives (e.g., online shopping, sports scheduling, traffic management).</p>
Closure	<p>5. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>6. Discuss the Analytical Questions from the Syllabus. Suggested Reading</p> <p>7. E-Commerce - An Indian Perspective by Kenneth C. Laudon and Carol Guercio Traver</p> <p>8. https://www.contentserv.com/blog/ecommerce-vs-digital-commerce-the-future-of-shopping</p> <p>9. https://www.investopedia.com/terms/e/ecommerce.asp</p> <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<p>2. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>Which of the following is an example of an online business?</p> <p>a) Netflix ✓ b) Big Bazaar c) McDonald's d) Subway</p> <p>What does E-Commerce stand for?</p> <p>a) Electronic Commercialization b) Electronic Commerce ✓ c) Economic Commerce d) Electronic Business</p> <p>Which is NOT a feature of E-Commerce?</p> <p>a) 24/7 availability b) Physical store requirement ✓ c) Digital payment options d) Online customer support</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 2	Course Name: E-Commerce Topic: Nature and Importance of E-Commerce and E-Business;	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define online business and its components. Discuss the nature and dynamics of online business operations. Assess the significance of online businesses in today's economy.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask questions Begin with a brief discussion on how shopping has changed over the years, highlighting the shift from physical stores to online platforms. Ask students if they have ever purchased something online and what their experiences were. Introduce the concept of online business by asking students about their favorite online shopping platforms and what they find appealing about them. Development (25 minutes) -Definition and Nature of E-Commerce: Explain what e-commerce is, including its various forms such as B2C, B2B, C2C, and C2B. Discuss how it operates in the digital landscape. Importance of E-Commerce: Cover key reasons why e-commerce is crucial for businesses today, such as global reach, cost efficiency, and enhanced customer experience. E-Business vs. E-Commerce: Clarify the difference between e-business (which encompasses all aspects of running a business online) and e-commerce (focused specifically on transactions) -Difference Between E-Commerce and E-Business -Nature of Ecommerce and E-business Ubiquity Global Reach Interactivity Information Density Personalization and Customization Universal Standards Richness Social Technology Integration



	<p>3. Exercise (5 minutes) – Write a short essay on how e-commerce has changed consumer behavior in your community.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J https://cleartax.in/s/difference-between-e-commerce-and-e-business https://theintactone.com/2019/02/10/ec-u1-topic-1-e-commerce-meaning-nature-and-concept/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. The global reach of e-commerce allows businesses to: A) Sell only locally B) Expand their market internationally C) Limit their customer base <p>Which of the following best describes an online business?</p> <ol style="list-style-type: none">A) A business that operates solely offline.B) A business that uses the internet to conduct transactions.C) A traditional brick-and-mortar store. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 3	Course Name: E-Commerce <u>Topic:</u> Evolution of E-Commerce.	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the historical milestones in the development of e-commerce. Identify key technologies that have influenced e-commerce growth. Explore emerging trends that will shape the future of e-commerce.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask questions Begin with a brief overview of what e-commerce is and its significance in today's digital economy. Highlight how e-commerce has transformed shopping and business transactions since its inception. Development (25 minutes) - Historical Milestones: Discuss major developments in e-commerce, including: 1979: Michael Aldrich invents electronic commerce by connecting a TV to a computer for online shopping. 1994: Launch of Amazon and introduction of secure payment systems like SSL encryption. 1995: eBay revolutionizes online auctions, creating new market dynamics. When Was Online Shopping Invented? When Was The First Online Transaction? The Timeline Of The History Of E-Commerce & Its Evolution from 1960 to till now Exercise (5 minutes) – Research a current e-commerce platform and prepare a short presentation on its business model and impact on the market.
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley



	<p>https://www.shiprocket.in/blog/ecommerce-history-evolution-timeline/</p> <p>https://iwconnect.com/evolution-of-ecommerce/</p> <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>What year did Amazon launch?</p> <p>A) 1992 B) 1994 (Correct Answer) C) 1995</p> <p>D Which technology was introduced by Netscape in 1994?</p> <p>A) Online Auctions B) SSL Encryption (Correct Answer) C) Mobile Payments D) Social Media Marketing</p> <p>What is one major benefit of e-commerce for consumers?</p> <p>A) Limited product availability B) Convenience (Correct Answer) C) Higher prices D) Longer delivery times) 2000</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 4	Course Name: E-Commerce Topic: Transition to E-Commerce in India.	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the growth and significance of e-commerce in India. Identify the key drivers behind the transition to e-commerce. Analyze the impact of e-commerce on traditional retail and consumer behavior. Analyze future trends and predictions for e-commerce growth in India.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask questions Begin with a brief overview of what e-commerce is and its relevance in today's digital economy. Highlight the rapid growth of e-commerce in India, mentioning statistics such as the projected increase in online shoppers to 350 million by 2025. Development (25 minutes) Growth Factors: Discuss the factors contributing to the growth of e-commerce in India, including increased internet penetration, smartphone usage, and affordable data prices. Reference the Digital India initiative as a catalyst for change. Market Trends: Examine current trends within the e-commerce market, such as the dominance of mobile shopping and the rise of Direct-to-Consumer (D2C) brands. Explain how these trends are reshaping consumer shopping habits. Challenges and Opportunities: Explore the challenges faced by e-commerce businesses, including logistics and competition from traditional retail. Discuss opportunities for growth, particularly in Tier II and III cities where e-commerce adoption is surging. Exercise (5 minutes) – Research a local business that has transitioned to e-commerce.



Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley - https://streetfins.com/a-transition-to-e-commerce/ - https://www.indianretailer.com/article/technology-e-commerce/trends/unlocking-gen-ais-10-billion-potential-are-beauty-brands-ready - https://www.investindia.gov.in/blogs/e-commerce-boom-india-current-trends-and-prospects <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is projected to be the number of online shoppers in India by 2025? A) 200 million B) 350 million (Correct Answer) C) 500 million D) 100 million Which initiative has significantly boosted digitalization in India? A) Make in India B) Digital India (Correct Answer) C) Skill India D) Startup India What percentage of total retail does e-commerce currently account for in India? A) 10% B) 5% (Correct Answer) C) 15% D) 20%. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Lesson Plan No. 5	Course Name: E-Commerce Topic: Benefits and Challenges of E-Commerce.	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the various benefits of e-commerce for businesses and consumers. Analyze how e-commerce impacts society positively. Evaluate the competitive advantages offered by e-commerce.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples You tube-https://www.youtube.com/watch?v=Zzs6kLlkAUQ https://www.youtube.com/watch?v=bER-9M3WpQ
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask questions Begin with a brief discussion on what e-commerce is and its significance in today's digital economy. Ask students about their experiences with online shopping and how it differs from traditional shopping. Development (25 minutes) -Benefits to Businesses: Wider Market Reach: E-commerce allows businesses to reach customers globally, overcoming geographical limitations. Cost Efficiency: Reduced operational costs compared to physical stores, including lower overhead and inventory costs. Data Analytics: E-commerce platforms provide valuable data insights for better decision-making and targeted marketing. Benefits to Consumers: Convenience: Customers can shop anytime and anywhere, enhancing their shopping experience. Variety and Choice: Access to a broader range of products and services, often at competitive prices. Personalization: E-commerce platforms can offer personalized recommendations based on consumer behavior. Societal Benefits: Accessibility: E-commerce provides access to goods and services for individuals in remote or underserved areas. Environmental Impact: Potential reduction in carbon footprint due to decreased travel for shopping. Job Creation: Growth of e-commerce leads to new job opportunities in logistics, IT, and customer service. Strategies to Overcome Challenges:

	<p>Market Differentiation: Develop unique selling propositions (USPs) that distinguish your brand from competitors.</p> <p>Enhancing Customer Experience: Implement user-friendly website designs and responsive customer service channels.</p> <p>Investing in Cybersecurity: Adopt robust security measures to protect sensitive customer information.</p> <p>Impact on Business Operations: Businesses must continuously adapt their strategies to meet changing market conditions and consumer expectations. Failure to address these challenges can lead to loss of customers and revenue.</p> <p>4. Exercise (5 minutes) – Research a specific e-commerce company and write a report on how it has addressed its challenges.</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.gcg42.ac.in/medias/media/other/554/benefits-of-e-commerce.pdf https://saravanesh.wordpress.com/wp-content/uploads/2009/06/lecture-02.pdf Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is a common challenge faced by e-commerce businesses? A) Limited competition B) Intense competition (Correct Answer: B) C) Decreased customer expectations How can an e-commerce business enhance customer experience? A) By ignoring customer feedback B) By implementing user-friendly designs (Correct Answer: B) C) By increasing prices without justification Why is cybersecurity critical for e-commerce? A) To increase product variety B) To protect customer data (Correct Answer: B) C) To reduce operational costs <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Lesson Plan No. 6	Course Name: E-Commerce Topic: Business to Consumer (B2C) business model.	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the various benefits of e-commerce for businesses and consumers. Analyze how e-commerce impacts society positively. Evaluate the competitive advantages offered by e-commerce.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples You tube-https://www.youtube.com/watch?v=Zzs6kLlKAUQ https://www.youtube.com/watch?v=bER-9M3WpQ
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask questions Begin by explaining the concept of B2C as a model where businesses sell directly to consumers. Highlight its prevalence in everyday transactions, such as online shopping and dining out. Development (25 minutes) <ul style="list-style-type: none"> -Definition and Importance: Discuss what B2C means and why it is a crucial component of modern commerce. Explain how it differs from B2B (Business to Business) models¹³. -Types of B2C Models: Introduce the five main types of B2C models: Direct Sellers (e.g., Amazon, Walmart) Online Intermediaries (e.g., Expedia, Trivago) Advertising-Based Platforms (e.g., social media sites) Community-Based Models (e.g., forums, social networks) Fee-Based Services (e.g., subscription services like Netflix)⁶⁷. -Marketing Strategies: Explore effective marketing strategies for B2C businesses, including content marketing, social media engagement, and email campaigns. Discuss the importance of customer experience and brand loyalty in driving sales Exercise (5 minutes) – Research a local business that operates under the B2C model and prepare a short presentation on its marketing strategies.



Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.zoho.com/inventory/academy/multichannel-selling/the-basics-of-b2c-ecommerce.html https://www.tutorialspoint.com/e_commerce/e_commerce_b2c_model.htm https://www.techtarget.com/searchcustomerexperience/definition/B2C Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which of the following is NOT a type of B2C model? A) Direct Seller B) Online Intermediary C) Business to Business D) Advertising-Based Answer: C What is a primary focus for B2C companies? A) Building long-term relationships with other businesses B) Providing detailed product information C) Creating an excellent customer experience D) Selling in bulk Answer: C Which company is an example of an online intermediary? A) Amazon B) eBay C) Starbucks D) Walmart Answer: B Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 7	Course Name: E-Commerce Topic: Business to Business (B2B) business model.	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the definition and significance of B2B e-commerce. Identify the different types of B2B models. Recognize the advantages and challenges of B2B e-commerce.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask questions Begin with a brief overview of e-commerce, emphasizing that B2B e-commerce involves transactions between businesses. Discuss its growing importance in the digital economy and how it differs from Business-to-Consumer (B2C) models. Development (25 minutes) -Definition and Scope: Explain what B2B e-commerce is, including its role in the supply chain and typical transactions. -Types of B2B Models: Supplier-Oriented Marketplaces: Focus on platforms where suppliers sell to multiple businesses. Wholesalers: Discuss how wholesalers buy in bulk from manufacturers and sell to retailers. B2B2C Models: Describe how businesses can partner with other businesses to reach consumers effectively. -Advantages and Challenges: Advantages include automated processes, reduced costs, and expanded market reach. Challenges involve managing relationships, ensuring data security, and navigating competition. Exercise (5 minutes) – Research a successful B2B company and prepare a short report.
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley



	<p>https://www.tutorialspoint.com/e_commerce/e_commerce_b2b_model.htm</p> <p>https://www.clarity-ventures.com/ecommerce/what-is-b2b-ecommerce</p> <p>https://www.shopify.com/enterprise/blog/b2b-ecommerce</p> <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>What is the primary focus of B2B e-commerce?</p> <p>A) Selling to consumers B) Selling between businesses (Correct Answer) C) Selling through retail stores D) None of the above</p> <p>Which model involves an intermediary business?</p> <p>A) Direct sales model B) B2C model C) B2B2C model (Correct Answer) D) Wholesale model</p> <p>What is one challenge of B2B e-commerce?</p> <p>A) High customer engagement B) Data security concerns (Correct Answer) C) Easy market access D) Low competition</p> <p>Answer: B Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 8	Course Name: E-Commerce Topic: Consumer-to-Consumer (C2C) business model.	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define the C2C business model and its significance in e-commerce. Identify key platforms that facilitate C2C transactions. Analyze the benefits and challenges associated with C2C commerce.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Begin with a brief overview of e-commerce models, emphasizing the role of C2C. Highlight how consumers can sell directly to each other using online platforms, creating a unique marketplace. Development (25 minutes) <ul style="list-style-type: none"> - Definition and Characteristics of C2C: Explain what C2C means, emphasizing that it involves transactions between consumers facilitated by third-party platforms like eBay and Craigslist. -Key Platforms for C2C Transactions: Discuss popular C2C platforms such as eBay, Etsy, and Facebook Marketplace, highlighting their features and how they connect buyers and sellers. -Benefits and Challenges of C2C: Outline advantages like low transaction costs, wide reach, and the ability to negotiate prices. Discuss challenges such as trust issues between users and the variability in product quality. relationships, ensuring data security, and navigating competition. Exercise (5 minutes) – Research a recent transaction you made on a C2C platform and write a short paragraph about your experience.
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley

	<p>https://www.the-future-of-commerce.com/2023/04/17/what-is-c2c-customer-to-customer-definition/</p> <p>https://www.the-future-of-commerce.com/2023/04/17/what-is-c2c-customer-to-customer-definition/</p> <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>Which of the following is a characteristic of the C2C model?</p> <p>A) Businesses sell to consumers B) Consumers sell to other consumers C) Only businesses can participate D) None of the above</p> <p>Answer: B</p> <p>What is a common feature of most C2C platforms?</p> <p>A) High fees for transactions B) Direct consumer interaction C) Mandatory business registration D) Limited product categories</p> <p>Answer: B</p> <p>Which platform is NOT typically associated with C2C transactions?</p> <p>A) eBay B) Amazon C) Etsy D) Craigslist</p> <p>Answer: B</p> <p>A primary benefit of C2C commerce is:</p> <p>A) High overhead costs B) Limited market access C) Low transaction costs D) Complex regulations</p> <p>Answer: C</p> <p>Answer: B Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Lesson Plan No. 9	Course Name: E-Commerce Topic: Business-to-Government (B2G) business model.	Course No.: UGSEC-204B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept and significance of the B2G business model. Identify key characteristics and examples of B2G transactions. Analyze the impact of B2G on public procurement and economic growth.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Begin with a brief overview of what B2G entails, explaining that it involves businesses providing goods and services to government entities. Highlight its importance in public procurement and its role in the economy Development (25 minutes) <ul style="list-style-type: none"> -Definition and Scope of B2G: Explain what B2G is, including its relationship with other models like B2B and B2C. Discuss its relevance in public sector marketing¹³. -Key Characteristics: Discuss the features that distinguish B2G from other business models, such as high transaction values and long-term contracts with government agencies³⁵. -Examples and Case Studies: Provide real-life examples of successful B2G transactions, such as infrastructure projects, IT services, and consulting -Advantages and Disadvantages of Business to Government (B2G) Exercise (5 minutes) – Research a local government project that utilized the B2G model and prepare a short report on its impact.



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://evening.jaincollege.ac.in/pdf/e-Commerce-Business-Models-IV-BCom.pdf https://www.investopedia.com/terms/b/business-to-government.asp <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is the primary focus of the B2G model? A) Selling to consumers B) Selling to businesses C) Selling to government entities D) None of the above Answer: C Which sector commonly utilizes the B2G model? A) Retail B) Construction C) Hospitality D) Agriculture Answer: B What is a key advantage of engaging in B2G transactions? A) High competition B) Long payment cycles C) Stability in contracts D) Low transaction values Answer: C Which of the following is NOT a characteristic of the B2G model? A) Public sector marketing B) High value per transaction C) Direct consumer sales D) Long-term contracts Answer: C <p>Answer: B Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 9	Course Name: E-Commerce Topic: The Emergence of the Internet and the World Wide Web (WWW); The Internet and the Web- Features.	Course No.: UGSEC-204
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the historical context and development of the Internet. Identify key figures and milestones in the creation of the Internet. Differentiate between the Internet and the World Wide Web (WWW).
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Begin with a brief discussion on how communication has evolved over the years, leading to the development of the Internet. Pose questions like, "What do you think connected people before the Internet?" to engage students. Development (25 minutes) <ul style="list-style-type: none"> - History of ARPANET: Explain how ARPANET laid the foundation for the Internet in 1969, connecting four universities and using packet-switching technology for efficient data transfer. -Key Figures: Discuss influential figures such as J.C.R. Licklider and Tim Berners-Lee, highlighting their contributions to networking and web development. -Public Access: Describe how the Internet became publicly accessible in 1991, marking a significant shift in global communication Exercise (5 minutes) – Research a local government project that utilized the B2G model and prepare a short report on its impact.
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley https://sriindu.ac.in/wp-content/uploads/2023/02/R20CSE3104-Web-Technologies.pdf



	<p>http://basu.org.in/wp-content/uploads/2020/03/Internet-and-WWW.pdf</p> <p>http://www.fimt-ggsipu.org/study/bca204.pdf</p> <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>What is the primary focus of the B2G model?</p> <p>A) Selling to consumers B) Selling to businesses C) Selling to government entities D) None of the above Answer: C</p> <p>Which sector commonly utilizes the B2G model?</p> <p>A) Retail B) Construction C) Hospitality D) Agriculture Answer: B</p> <p>What is a key advantage of engaging in B2G transactions?</p> <p>A) High competition B) Long payment cycles C) Stability in contracts D) Low transaction values Answer: C</p> <p>Which of the following is NOT a characteristic of the B2G model?</p> <p>A) Public sector marketing B) High value per transaction C) Direct consumer sales D) Long-term contracts Answer: C</p> <p>Answer: B Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 11	Course Name: E-Commerce Topic: Meaning and Strategies of Digital Marketing- Exploring Search Engine Optimization (SEO).	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the fundamental concepts of digital marketing. Identify key strategies used in digital marketing. Recognize the importance of integrating various digital marketing channels.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> -What they know about digital marketing? -Begin with a brief overview of digital marketing, emphasizing the role of SEO in enhancing online visibility and attracting organic traffic. Discuss how search engines work and the significance of ranking high in search results Development (25 minutes) <ul style="list-style-type: none"> -Definition and Importance: Explain what digital marketing is and why it is essential for businesses today, including its role in reaching wider audiences and enhancing customer engagement. -Types of Digital Marketing Strategies -Types of Digital Marketing Channels -Key Components: Discuss the main components of digital marketing, including SEO, PPC, content marketing, social media marketing, and email marketing. Emphasize how these elements work together to create a cohesive strategy. -Current Trends: Explore recent trends in digital marketing, such as the rise of influencer marketing, the importance of data analytics, and the shift towards personalized marketing strategies. <ul style="list-style-type: none"> - Search engine optimization (SEO) - On-Page Optimization - Off-Page Optimization Exercise (5 minutes) – Research a successful digital marketing campaign and prepare a short presentation on its strategies and outcomes.



Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://sendpulse.com/support/glossary/digital-marketing-strategy https://www.ama.org/marketing-news/what-is-a-digital-marketing-strategy/ https://www.investopedia.com/terms/d/digital-marketing.asp https://landingi.com/digital-marketing/strategy/ https://guidelines.india.gov.in/activity/search-engine-optimization-seo/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What does SEO stand for? A) Search Engine Optimization B) Social Engagement Optimization C) Search Engine Operation Answer: A Which platform is primarily used for professional networking? A) Instagram B) LinkedIn C) Facebook Answer: B What is a common goal of content marketing? A) Increase website traffic B) Improve product quality C) Reduce advertising costs Answer: A Which metric is crucial for measuring the effectiveness of an email campaign? A) Click-through rate (CTR) B) Page views C) Bounce rate Answer: A <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 12	Course Name: E-Commerce Topic: Social Media Marketing, and other online advertising techniques	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the basics of social media marketing and its importance. Identify key platforms used for social media marketing. Learn about the different strategies employed in social media marketing.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students -What they know about Social Media marketing? Begin with a brief overview of social media marketing, discussing its rapid growth and significance in today's digital landscape. Highlight how businesses use social media to connect with customers, promote products, and build brand loyalty. Development (25 minutes) Key Platforms: Discuss popular platforms such as Facebook, Instagram, Twitter, and LinkedIn. Explain their unique features and target demographics. Marketing Strategies: Introduce various strategies including content marketing, influencer collaborations, and paid advertising. Emphasize the importance of choosing the right strategy based on target audience. <ul style="list-style-type: none"> - 5 Key Components for Social Media Advertising - Top 5 Social Media Advertising Platforms - 5 Social Media Advertising Best Practices - Internet Marketing -Mobile Marketing -Influencers Marketing 3 Exercise (5 minutes) – Research a brand's social media presence and prepare a short report on their strategies.



Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.spiceworks.com/marketing/advertising/articles/what-is-social-media-advertising/ https://www.sprinklr.com/cxm/social-media-advertising/ Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which platform is primarily used for professional networking? A) Instagram B) LinkedIn (Correct Answer) C) Snapchat D) TikTok What is a common goal of social media marketing? A) Increase website traffic (Correct Answer) B) Decrease sales C) Reduce customer engagement D) None of the above Which metric is NOT typically used to measure social media success? A) Engagement rate B) Click-through rate C) Sales conversion rate D) Employee satisfaction (Correct Answer) What type of advertising involves paying influencers to promote products? A) Organic marketing B) Influencer marketing (Correct Answer) C) Content marketing D) Email marketing Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 12	Course Name: E-Commerce Topic: Building an Online Brand- Understanding brand identity and development in the e-commerce space.	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define brand identity and its importance in e-commerce. Identify key components of brand identity. Recognize how brand identity influences consumer perception.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> -What they know about Social Media marketing? -Begin with a brief discussion on what students think of when they hear "brand." Ask them to name their favorite brands and why they resonate with them. This sets the stage for understanding brand identity. Development (25 minutes) <ul style="list-style-type: none"> -Definition of Brand Identity: Explain that brand identity encompasses elements such as the company name, logo, visual elements, and tone of voice that distinguish a brand from its competitors. -Components of Brand Identity: Discuss the essential components: <ul style="list-style-type: none"> -Visual Identity: Logos, colors, typography. -Brand Voice: The tone and style used in communications. -Brand Values: The principles that guide the brand's actions and communications. -Impact on Consumer Perception: Illustrate how a strong brand identity can create trust and loyalty among consumers. Use examples of successful brands that have effectively communicated their identities online. - Building a Strong Brand Identity in the E-commerce Space Exercise (5 minutes) – Students will create a mood board representing their own personal brand identity using images, colors, and words that reflect who they are.

Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://esolz.net/e-commerce-branding/ https://www.investopedia.com/terms/b/brand-identity.asp <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which of the following is NOT a component of brand identity? A) Logo B) Slogan C) Price Point D) Color Palette Answer: C) Price Point A brand's voice refers to: A) Its logo design B) The tone used in communications C) Its product pricing strategy D) Its customer service approach Answer: B) The tone used in communications Why is visual identity important for a brand? A) It helps in product pricing. B) It creates recognition and differentiation. C) It determines the company's location. D) It has no significant impact. Answer: B) It creates recognition and differentiation. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 14	Course Name: E-Commerce Topic: Customer Relationship Management (CRM) in E-Commerce- Strategies for attracting, retaining.	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the role of CRM in attracting new customers. Identify effective strategies to utilize CRM for customer acquisition. Analyze case studies of successful CRM implementations in e-commerce.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students -What they know about CRM? - Begin with a brief overview of CRM, defining it as a strategy for managing a company's interactions with current and potential customers. Highlight its importance in e-commerce, particularly in attracting new customers. Development (25 minutes) -Introduction to CRM in E-Commerce. -Understanding the Essence of E-Commerce CRM - Why CRM Matters in E-Commerce? - Practical Benefits of CRM for E-Commerce. <ul style="list-style-type: none"> - Store and Manage Data: CRM systems provide a centralized database for all customer information, making data management more streamlined and efficient. -Targeted Marketing: By understanding customer preferences and purchasing history, businesses can create personalized marketing campaigns that resonate more effectively with different customer segments. -Enhanced Customer Service: CRM tools equip customer service teams with detailed customer histories, allowing for more personalized and effective support. -Sales Optimization: By analyzing sales data, CRM can help businesses identify their most profitable products and customer segments, leading to more focused sales strategies.



	<p>3 Exercise (5 minutes) – Research a company that successfully used CRM to attract new customers and prepare a short presentation on their strategies.</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.linkedin.com/pulse/role-customer-relationship-management-crm-ecommerce-dom-leroux-h6ngf/ https://www.investopedia.com/terms/b/brand-identity.asp https://webengage.com/blog/ecommerce-crm-strategies/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is the main goal of using CRM in e-commerce? A) To increase product prices B) To improve customer relationships C) To reduce employee workload D) To decrease marketing efforts Answer: B Which of the following is NOT a benefit of targeted marketing through CRM? A) Increased customer engagement B) Higher customer acquisition costs C) Improved customer satisfaction D) Personalized communication Answer: B How does social media contribute to CRM strategies? A) By replacing email communication B) By providing insights into customer preferences C) By increasing product prices D) By limiting customer interaction Answer: B What type of data do CRM systems primarily collect? A) Financial records B) Customer interactions and preferences C) Employee performance metrics D) Market trends Answer: B <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Lesson Plan No. 15	Course Name: E-Commerce Topic: Satisfying Customers Online	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the importance of customer satisfaction in online interactions. Identify key strategies for enhancing customer satisfaction. Develop skills to handle customer feedback effectively.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students -How will you define customer satisfaction? Begin with a brief discussion on the significance of customer satisfaction in the digital age. Ask students to share their experiences with online shopping and customer service, focusing on what made them feel satisfied or dissatisfied. Development (25 minutes) <ul style="list-style-type: none"> - Understanding Customer Expectations: Discuss how customers have evolved in their expectations due to technology and social media. Highlight the need for businesses to adapt to these changing expectations. -Key Strategies for Online Satisfaction: Introduce actionable strategies such as personalization, proactive communication, and effective use of technology (e.g., chatbots) to enhance customer experience. -Feedback Mechanisms: Explain various methods for collecting and analyzing customer feedback. Discuss how businesses can use this feedback to improve services and products. - Ways to Improve Customer Experience for Your E-commerce Website Exercise (5 minutes) – Write a short essay on a recent online shopping experience, detailing what contributed to your satisfaction or dissatisfaction.



Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.moengage.com/blog/7-ways-to-improve-customer-experience-for-your-ecommerce-website/ https://knowmax.ai/blog/ecommerce-customer-service/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is the primary goal of customer satisfaction? A) Increase sales B) Enhance customer loyalty C) Reduce costs Answer: B Which tool is commonly used for gathering feedback from customers? A) Email newsletters B) Surveys C) Social media posts Answer: B What does personalization in customer service mean? A) Treating all customers the same B) Tailoring services to individual needs C) Ignoring customer preferences Answer: B <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 16	Course Name: E-Commerce Topic: Online Payment Gateway Options- Understanding different payment methods and transaction processing systems; E-Commerce.	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand different types of payment gateways. Learn about transaction processing systems in e-commerce. Identify the advantages and disadvantages of various payment methods.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students -What are the payment gateways? -Begin the lesson by introducing the concept of online payment gateways and their significance in e-commerce. Explain how they facilitate secure transactions between customers and merchants, acting as a bridge for processing payments. Development (25 minutes) <ul style="list-style-type: none"> - Types of Payment Gateways: <ul style="list-style-type: none"> -Hosted Gateways: Redirect customers to a secure page for payment processing. Advantages include ease of integration and strong security, but limited control for merchants. -Self-hosted Gateways: Allow transactions directly on the merchant's website, offering full control over the customer experience but requiring compliance with security standards. -API-hosted Gateways: Enable seamless transactions on the website through APIs, providing a smooth experience but necessitating robust security measures. -Transaction Processing Systems: Discuss how transactions are processed in two stages: front-end and back-end processing. Explain batch processing and its relevance in handling multiple transactions efficiently. -E-commerce Payment Methods: Overview of popular methods such as credit/debit cards, e-wallets, and net banking. -Discuss the importance of choosing the right payment method based on customer preferences and business needs.



	<p>2. Exercise (5 minutes) – Write a short essay on a recent online shopping experience, detailing what contributed to your satisfaction or dissatisfaction.</p>
<p>Closure</p>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.investopedia.com/terms/p/payment-gateway.asp https://www.investopedia.com/terms/p/payment-gateway.asp https://www.pinelabs.com/blog/online-payments-and-its-types-methods-and-meaning Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which type of payment gateway redirects customers to a third-party site? A) Self-hosted B) Hosted C) API-hosted D) Local bank integration Answer: B) Hosted What is one disadvantage of using self-hosted payment gateways? A) High security B) Full control over user data C) Higher setup costs D) Easy integration Answer: C) Higher setup costs Which method allows for direct payments on a merchant's site? A) Hosted Gateway B) Self-hosted Gateway C) Redirect Gateway D) Batch Processing Answer: B) Self-hosted Gateway What is a common feature of API-hosted gateways? A) Redirects to external sites B) Requires minimal security measures C) Seamless integration into websites D) Limited customization Answer: C) Seamless integration into websites</p>



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Lesson Plan No. 17	Course Name: E-Commerce Topic: Security Fundamentals- Exploring data encryption	Course No.: UGSEC- 204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the basic concepts of data encryption. Differentiate between symmetric and asymmetric encryption. Recognize the importance of encryption in data security.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students -What is data encryption? Development (25 minutes) <ul style="list-style-type: none"> - What is Data Encryption? - Definition and purpose of data encryption. - Overview of how encryption works, including the roles of plaintext, ciphertext, and cryptographic keys¹³. - Types of Encryption: <ul style="list-style-type: none"> -Symmetric Encryption: Uses the same key for both encryption and decryption. Discuss its advantages and vulnerabilities⁵⁹. - Asymmetric Encryption: Utilizes a pair of keys (public and private) for secure communication. Explain its security benefits over symmetric encryption¹⁵. -Applications of Data Encryption: Importance in securing online transactions, emails, and sensitive data storage. - Real-world examples of encryption in use, such as HTTPS for secure web browsing. How Does Data Encryption Work? Why Do We Need Data Encryption? Exercise (5 minutes) – Write a short essay on a recent online shopping experience, detailing what contributed to your satisfaction or dissatisfaction.



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.simplilearn.com/data-encryption-methods-article Spend 5 minutes to wrap up and consolidate the learning.
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What type of key is used in symmetric encryption? A) Public Key B) Private Key C) Both A and B D) None of the above Answer: C) Both A and B Which algorithm is commonly used for asymmetric encryption? A) AES B) RSA C) DES D) TDES Answer: B) RSA What does ciphertext refer to? A) Readable data B) Encrypted data C) Decryption key D) None of the above Answer: B) Encrypted data What is one major benefit of using asymmetric encryption? A) Faster processing speed B) Single key usage C) Enhanced security through two keys D) Simplicity Answer: C) Enhanced security through two keys <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 18	Course Name: E-Commerce Topic: Secure protocols, and fraud prevention measures	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the importance of secure protocols in protecting data during transmission. Identify common secure protocols and their applications. Analyze how secure protocols help prevent unauthorized access and data breaches Recognize different types of fraud that can occur online. Understand effective strategies for preventing fraud.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> - Introduce the topic by discussing the rise of online fraud in recent years. Share statistics on its impact on individuals and businesses? Development (25 minutes) <ul style="list-style-type: none"> - Definition and Importance: Explain what secure protocols are and why they are essential for ensuring data integrity and confidentiality during transmission. -Common Secure Protocols: Introduce various secure protocols such as HTTPS, SSL/TLS, and SFTP. Discuss their specific use cases and advantages. -Implementation Best Practices: Cover best practices for implementing secure protocols, including regular updates, proper configuration, and user education. -Types of Online Fraud: Discuss various types of online fraud, including phishing, identity theft, and credit card fraud. Provide real-world examples to illustrate each type. -Fraud Prevention Strategies: Outline effective measures such as implementing two-factor authentication, conducting regular security audits, and educating users about safe online practices. -Reporting Fraud: Explain the importance of reporting suspected fraud and the procedures involved in doing so. Exercise (5 minutes) – Write a short essay on a recent online shopping experience, detailing what contributed to your satisfaction or dissatisfaction.



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://complyadvantage.com/insights/what-is-fraud-prevention/ https://fingerprint.com/blog/fraud-prevention-strategies/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What does HTTPS stand for? A) HyperText Transfer Protocol Secure B) HyperText Transfer Process Secure C) HyperText Transfer Protocol System Answer: A Which protocol is commonly used for secure file transfer? A) FTP B) SFTP C) HTTP Answer: B Why is SSL/TLS important? A) It speeds up data transmission. B) It encrypts data during transmission. C) It is a type of firewall. Answer: B What is a key benefit of using secure protocols? A) Increased speed of transactions. B) Protection against unauthorized access. C) Lower costs for data storage. A What is one common method used by fraudsters to steal personal information? A) Phishing B) Firewalls C) Encryption Answer: Answer: B <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 19	Course Name: E-Commerce Topic: Consumer Protection in E-Commerce	Course No.: UDSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the importance of consumer protection in the digital marketplace. Identify key consumer rights and protections relevant to e-commerce. Analyze the role of regulatory bodies in enforcing consumer rights.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> Begin with a brief discussion on how e-commerce has transformed shopping habits. Ask students if they have ever faced issues while shopping online, such as receiving defective products or misleading advertisements. Highlight the need for consumer protection in this context? Development (25 minutes) <ul style="list-style-type: none"> Consumer Rights: Discuss the fundamental rights of consumers, including the right to safety, information, choice, and redressal. Explain how these rights apply specifically to online transactions. Regulatory Framework: Introduce the Consumer Protection Act, 2019, and its provisions for e-commerce. Highlight the establishment of the Central Consumer Protection Authority (CCPA) and its role in safeguarding consumer interests online. Common E-Commerce Issues: Examine typical problems consumers face in e-commerce, such as fraudulent websites, misleading advertisements, and inadequate customer service. Discuss strategies for consumers to protect themselves when shopping online. Consumer Protection rules 2020. Exercise (5 minutes) – Students will research a recent case of consumer fraud in e-commerce and prepare a short presentation on how it was resolved.



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.wto.org/library/events/event_resources/ecom_0106202310/177_639.pdf https://thc.nic.in/Central%20Governmental%20Rules/Consumer%20Protection%20(E-Commerce)%20Rules,%202020.pdf <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which act governs consumer protection in India? A) The Companies Act B) The Consumer Protection Act C) The Trade Practices Act Answer: B) The Consumer Protection Act What does CCPA stand for? A) Central Consumer Protection Agency B) Central Consumer Protection Authority C) Consumer Complaint Prevention Agency Answer: B) Central Consumer Protection Authority Which right allows consumers to seek compensation for defective products? A) Right to Safety B) Right to Redressal C) Right to Information Answer: B) Right to Redressal What is a common issue faced by online shoppers? A) High shipping costs B) Fraudulent websites C) Limited product choices Answer: B) Fraudulent websites <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 20	Course Name: E-Commerce Topic: Analyzing legal frameworks and regulations governing online transactions	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> To understand the key legal frameworks that regulate online transactions. To analyze the impact of these regulations on e-commerce and consumer protection. To evaluate the effectiveness of existing laws in addressing challenges in digital transactions.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> - Begin with a brief overview of the rise of e-commerce and the importance of legal frameworks in ensuring safe and secure online transactions. Highlight how these laws protect consumers and facilitate business operations. Development (25 minutes) <ul style="list-style-type: none"> -Discuss the Information Technology Act, 2000, which provides the legal foundation for electronic transactions, including digital signatures and data protection¹. -Introduce the Payment and Settlement Systems Act, 2007, explaining its role in regulating digital payment systems and ensuring consumer protection¹. -Examine the Consumer Protection Act, 2019, focusing on its provisions for e-commerce and consumer rights in online transactions. -Challenges in Implementation: Analyze common issues such as data privacy, cybersecurity threats, and online fraud, emphasizing their implications for consumers and businesses⁵. -Discuss the role of regulatory bodies like the Reserve Bank of India (RBI) in overseeing compliance and protecting consumer interests¹. -Future Directions: Explore potential reforms needed to adapt to emerging technologies like blockchain and artificial intelligence in e-commerce⁶.

	<p>Discuss international standards and how they can influence domestic regulations to enhance cross-border e-commerce</p> <p>3 Exercise (5 minutes) – Students will research a recent case of consumer fraud in e-commerce and prepare a short presentation on how it was resolved.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley https://repository.nls.ac.in/cgi/viewcontent.cgi?article=1019&context=ijclp https://inspirajournals.com/uploads/Issues/2113485802.pdf <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which act provides legal recognition for electronic signatures? A) Consumer Protection Act B) Information Technology Act C) Payment Systems Act D) None of the above Answer: B) Information Technology Act What is a primary concern addressed by the Consumer Protection Act, 2019? A) Taxation B) Data Privacy C) Environmental Issues D) Employment Rights Answer: B) Data Privacy Which body regulates payment systems in India? A) Ministry of Finance B) Reserve Bank of India C) Consumer Forum D) None of the above Answer: B) Reserve Bank of India <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 21	Course Name: E-Commerce Topic: E-Commerce Platforms and Website Development- Exploring popular platforms like Shopify and building an e-commerce website	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the technical aspects of building an e-commerce website. Learn about essential tools and resources for website development. Gain insights into user experience design for e-commerce sites.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> Introduce the importance of having a well-designed website for e-commerce success. Discuss how user experience impacts customer retention and sales. Development (25 minutes) <ul style="list-style-type: none"> Website Development Basics: Cover essential elements such as domain registration, hosting options, and CMS choices (e.g., WordPress vs. Shopify). User Experience Design: Discuss best practices for designing user-friendly interfaces, including navigation, product display, and checkout processes. SEO for E-Commerce: Brief overview of search engine optimization strategies that can enhance visibility and drive traffic to e-commerce websites. Exercise (5 minutes) – Research two other e-commerce platforms (e.g., WooCommerce, BigCommerce) and prepare a short comparison with Shopify..
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley



	<p>https://repository.nls.ac.in/cgi/viewcontent.cgi?article=1019&context=ijclp</p> <p>https://inspirajournals.com/uploads/Issues/2113485802.pdf</p> <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>What does CMS stand for?</p> <p>A) Content Management System (Correct)</p> <p>B) Customer Management System</p> <p>C) Central Management System</p> <p>Which element is crucial for user experience?</p> <p>A) Color Scheme</p> <p>B) Navigation Structure (Correct)</p> <p>C) Number of Products</p> <p>Why is SEO important?</p> <p>A) To improve website aesthetics</p> <p>B) To increase visibility on search engines (Correct)</p> <p>C) To reduce hosting costs</p> <p>What is one method to enhance user experience?</p> <p>A) Complicated Checkout Process</p> <p>B) Clear Call-to-Actions (Correct)</p> <p>C) Excessive Pop-ups</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 22	Course Name: E-Commerce Topic: Supply Chain Management and Logistics in E-Commerce	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the fundamental concepts of supply chain management (SCM) in the context of e-commerce. Identify key components and processes involved in e-commerce supply chains. Analyze challenges and strategies for effective SCM in e-commerce.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> - Discuss how supply chain management is crucial for the success of e-commerce businesses, emphasizing its role in ensuring customer satisfaction and operational efficiency. Development (25 minutes) <ul style="list-style-type: none"> - Key Components of E-Commerce Supply Chains: Sourcing and procurement processes. Distribution and fulfillment centers' roles. Last-mile delivery strategies and their importance in customer satisfaction. Challenges in E-Commerce Supply Chains: Common issues such as inventory management, demand forecasting, and logistics coordination. The impact of technology on overcoming these challenges. Strategies for Effective SCM: Utilizing data analytics for decision-making. Implementing sustainable practices within the supply chain. Leveraging technology for process optimization. Exercise (5 minutes) – Research two other e-commerce platforms (e.g., WooCommerce, BigCommerce) and prepare a short comparison with Shopify.
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J



	<p>E-Commerce Strategy, Technologies and Applications by David Whiteley</p> <p>https://cleartax.in/s/supply-chain-management-in-ecommerce</p> <p>https://www.sugamgroup.com/supply-chain-management-in-ecommerce/</p> <p>http://onlinemanipal.com/blogs/supply-chain-management-in-ecommerce</p> <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>What does CMS stand for?</p> <p>A) Content Management System (Correct)</p> <p>B) Customer Management System</p> <p>C) Central Management System</p> <p>Which element is crucial for user experience?</p> <p>A) Color Scheme</p> <p>B) Navigation Structure (Correct)</p> <p>C) Number of Products</p> <p>Why is SEO important?</p> <p>A) To improve website aesthetics</p> <p>B) To increase visibility on search engines (Correct)</p> <p>C) To reduce hosting costs</p> <p>What is one method to enhance user experience?</p> <p>A) Complicated Checkout Process</p> <p>B) Clear Call-to-Actions (Correct)</p> <p>C) Excessive Pop-ups</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 23	Course Name: E-Commerce Topic: Understanding order fulfillment, inventory management, and delivery options	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define order fulfillment and its importance in supply chain management. Identify the steps involved in the order fulfillment process. Analyze different order fulfillment models and their applications.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> - Begin with a brief overview of what order fulfillment is and why it is critical for businesses. Engage students by asking if they have ever ordered something online and what they think happens after they click "purchase." Development (25 minutes) <ul style="list-style-type: none"> - Step-by-Step Process of Order Fulfillment: Discuss the key steps: Receiving, Processing, Inventory Management, and Delivery. Explain how each step contributes to customer satisfaction and operational efficiency. - Order Fulfillment Models: Introduce the three main models: In-house, Outsourced (3PL), and Dropshipping. Discuss the pros and cons of each model to help students understand which might be best for different business scenarios. - Best Practices in Order Fulfillment: Highlight best practices such as inventory accuracy, timely shipping, and effective communication with customers. Discuss how technology can improve order fulfillment efficiency. - Ecommerce Inventory Management Strategies? Inventory Management Fundamentals: - Discuss key practices such as stock tracking, reorder levels, and inventory audits. - Explain how effective inventory management prevents stockouts and overstock situations. - Delivery Options:



	<p>Outline different delivery methods: Standard Shipping, Expedited - Shipping, Same-Day Delivery, and Click-and-Collect.</p> <p>-Discuss factors that influence the choice of delivery method, including cost, speed, and customer preferences.</p> <p>Impact on Customer Satisfaction:</p> <p>-Analyze case studies showing how delivery speed and reliability affect customer loyalty.</p> <p>-Discuss strategies for improving delivery performance, such as route optimization and partnerships with logistics providers.</p> <p>3 Exercise (5 minutes) – Create a report that illustrates the relationship between inventory management practices and order fulfillment success..</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://cleartax.in/s/supply-chain-management-in-ecommerce https://www.sugamgroup.com/supply-chain-management-in-ecommerce/ http://onlinemanipal.com/blogs/supply-chain-management-in-ecommerce https://www.deskera.com/blog/inventory-management-for-ecommerce-a-complete-guide/ https://katanamrp.com/blog/inventory-management-for-ecommerce/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is the first step in the order fulfillment process? A) Delivery B) Receiving (Correct Answer) C) Processing D) Inventory Management Which model allows businesses to sell products without holding inventory? A) In-house B) Outsourced C) Dropshipping (Correct Answer) D) Hybrid



	<p>What is a key benefit of outsourcing order fulfillment?</p> <ul style="list-style-type: none">A) Increased control over inventoryB) Reduced operational costs (Correct Answer)C) Higher shipping feesD) Slower delivery times <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 24	Course Name: E-Commerce Topic: E-Commerce Analytics and Performance Measurement- Analyzing website traffic,	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the importance of e-commerce analytics in measuring website performance. Identify key metrics for analyzing website traffic. Learn how to use tools like Google Analytics for data collection and analysis.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students <ul style="list-style-type: none"> - Begin with a brief overview of e-commerce analytics, explaining its role in understanding customer behavior and improving business decisions. Highlight the significance of analyzing website traffic as a foundation for measuring overall performance Development (25 minutes) <ul style="list-style-type: none"> - What is ecommerce analytics? -Benefits of ecommerce analytics -Types of ecommerce analytics - Analytics for customer acquisition efficiency Analytics for scaling growth Exercise (5 minutes) – Create a report that illustrates the relationship between inventory management practices and order fulfillment success..
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.shopify.com/blog/marketing-analytics https://www.sessionstack.com/blog/ecommerce-analytics-optimal-performance-checklist/



	Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>Which metric indicates the percentage of visitors who complete a desired action?</p> <p>A) Average Order Value B) Conversion Rate C) Bounce Rate D) Customer Lifetime Value</p> <p>Answer: B</p> <p>What tool is commonly used for web tracking in e-commerce?</p> <p>A) Microsoft Excel B) Google Analytics C) Adobe Photoshop D) WordPress</p> <p>Answer: B</p> <p>Which of the following is NOT a key metric in e-commerce analytics?</p> <p>A) Traffic B) Bounce Rate C) Page Load Speed D) Customer Acquisition Cost</p> <p>Answer: C</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 25	Course Name: E-Commerce Topic: Customer behavior	Course No.: UGSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> To understand the factors influencing customer behavior in e-commerce. To analyze how customer behavior affects sales and marketing strategies. To identify ways to enhance customer engagement and retention.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students - Begin with a brief discussion on the significance of understanding customer behavior in e-commerce. Highlight how insights into customer preferences and actions can lead to improved marketing strategies and increased sales. Development (25 minutes) Factors Influencing Customer Behavior: Discuss psychological factors such as motivation, perception, and attitudes. Explore social influences including family, friends, and cultural aspects. Analyze economic factors like pricing, discounts, and perceived value. Impact of Customer Behavior on Sales: Explain the relationship between customer behavior and conversion rates. Discuss how understanding customer journeys can optimize marketing efforts. Highlight the role of feedback and reviews in shaping future purchases. Strategies to Enhance Customer Engagement: Introduce personalized marketing techniques based on customer data. Discuss the importance of user-friendly website design for better navigation. Explore loyalty programs and their effectiveness in retaining customers. Exercise (5 minutes) –



	<p>Research a successful e-commerce brand and write a short report on how they leverage customer behavior insights to enhance their business.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J Whiteley E-Commerce Strategy, Technologies and Applications by David Whiteley https://esw.com/how-ecommerce-has-changed-consumer-behaviour/ https://e-sarthi.lpcps.org.in/uploads/ResearchDocument/2023/1/1061/3.kl_a_wasti.pdf <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which of the following is NOT a factor influencing customer behavior? A) Psychological B) Social C) Geographic D) Economic What does a high conversion rate indicate? A) Many visitors are leaving without buying B) Many visitors are making purchases C) Low customer engagement D) High cart abandonment Which strategy is effective for enhancing customer retention? A) Increasing product prices B) Offering loyalty programs C) Reducing marketing efforts D) Ignoring customer feedback What is the primary benefit of understanding customer journeys? A) To increase product prices B) To optimize marketing strategies C) To decrease website traffic D) To reduce inventory costs <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 26	Course Name: E-Commerce Topic: Key Performance Indicators (KPIs) in E-Commerce	Course No.: UDSEC-204 B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand what KPIs are and their importance in e-commerce. Identify key KPIs that measure e-commerce success. Learn how to analyze KPIs for informed decision-making.
Teaching Aids (if any)	<ol style="list-style-type: none"> Use of Power point projection system. White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) <ul style="list-style-type: none"> Introduce the concept of KPIs and their critical role in measuring business performance. Explain how KPIs help businesses track progress towards goals and make data-driven decisions. Development (25 minutes) <p>Definition and Importance of KPIs: Define what KPIs are and how they differ from metrics. Discuss why tracking KPIs is essential for e-commerce success.</p> <p>Key E-Commerce KPIs: Conversion Rate: Explain its significance as a measure of sales effectiveness. Average Order Value (AOV): Discuss how it reflects purchasing behavior. Customer Lifetime Value (CLV): Highlight its importance for long-term business strategy.</p> <p>Analyzing KPIs for Business Decisions: Introduce tools and methods for tracking KPIs effectively. Discuss case studies where KPI analysis led to successful business changes. Explain how to set realistic KPI targets based on historical data.</p> Exercise (5 minutes) – <ul style="list-style-type: none"> Research a successful e-commerce brand and write a short report on how they leverage customer behavior insights to enhance their business.
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading E-Commerce - An Indian Perspective by P.T Joseph and S.J



	<p>E-Commerce Strategy, Technologies and Applications by David Whiteley https://www.shopify.com/blog/7365564-32-key-performance-indicators-kpis-for-ecommerce https://stripe.com/ae/resources/more/ecommerce-kpis</p> <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<p>1. Reflective Questions (What, Why, How?). Allow students to answer and discuss.</p> <p>What does KPI stand for?</p> <p>A) Key Performance Indicator B) Key Product Indicator C) Key Price Index D) Key Profit Indicator</p> <p>Which KPI measures the percentage of visitors who make a purchase?</p> <p>A) Average Order Value B) Conversion Rate C) Customer Lifetime Value D) Traffic Source</p> <p>Why is Customer Lifetime Value (CLV) important?</p> <p>A) It helps reduce marketing costs B) It indicates potential revenue from a customer over time C) It measures website traffic only D) It tracks individual product sales</p> <p>What is typically used to track e-commerce KPIs?</p> <p>A) Social media platforms B) Analytics tools like Google Analytics C) Offline surveys only D) Random guesswork</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>