STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
Course Schedule: June - November 2024

Department   : COMMERCE
Name/s of the Faculty : MS. VICTORIA HENRY
Course Title   : E-ENTERPRISE MANAGEMENT
Course Code   : 19CM/MC/EM53
Shift   : I

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	**UNIT I - INTRODUCTION TO E-BUSINESS** 1.1 Meaning, Significance, Advantages and Challenges in E-commerce 1.2 E-commerce models - B2B, B2C, C2B, C2C	Lecture and Case Study Analysis and PowerPoint Presentation Slip Test	1. E-business and E-Commerce for Managers, Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, Pearson 2011. 2. E-Commerce – P.T. Joseph	Discussion of Question and Answers **Experiential Learning Method - Learning by Doing: UNIT 1.2 OTHER COMPONENT – 20 MARKS** **Activity:** Create a simple e-commerce website using available tools like Wix or Shopify. Students will design the layout, add products, and set up payment options. **Objective:** To provide hands-on experience in setting up an online business, understanding the technical and operational aspects involved.
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.3 E-commerce in India (Internet, World wide web, Internet architectures, Internet applications, Web-	Presentation	1. E-business and E-Commerce for Managers, Harvey M.Deitel, Paul	Discussion of Question and Answers

			J.Deitel, Kate Steinbuhler, Pearson 2011. 2. E-Commerce – P.T. Joseph	FIRST CA TEST
July 5 – 12, 2024 (Day Order 1 - 6)	**UNIT II** **E-BUSINESS INFRASTRUCTURE** 2.1 Business application on intranet, extranet 2.2 Electronic Data interchange - components and communication process	Lecture and Case Study Analysis and Power Point Presentation Slip Test	1. E-business and E-Commerce for Managers, Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, Pearson 2011. 2. E-Commerce – P.T. Joseph	Discussion of Question and Answers
July 15 – 23, 2024 (Day Order 1 - 6)	2.3 E-HRM - concept, importance and challenges in E-HRM 2.4 Impact of E-HRM practices in organisational performance	Presentation	1. E-business and E-Commerce for Managers, Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, Pearson 2011. 2. E-Commerce – P.T. Joseph	FIRST CA TEST
July 24 – 31, 2024 (Day Order 1 - 6)	**UNIT III** **E-BUSINESS PAYMENT AND SECURITY** 3.1 Electronic payment system - Meaning, Characteristics and Advantages	Lecture	1. E-business and E-Commerce for Managers, Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, Pearson 2011. 2. E-Commerce –	Discussion of Question and Answers

			P.T. Joseph	
Aug 1 – 5, 2024 (Day Order 1 - 3)	3.2 Types of electronic payment system - smart card, debit card, credit card, NEFT, E-wallet, E-cash and other electronic payment system	Lecture	1. E-Commerce – P.T. Joseph	Discussion of Question and Answers FIRST CA TEST
Aug 6 – 10, 2024	**C.A. Test – I**			
Aug 12 – 14, 2024 (Day Order 4-6)	3.3 Infrastructure issues in EPS, Electronic fund transfer 3.4 Internet security threats to E-business - an overview	Lecture & Presentation	1. E-business and E-Commerce for Managers, Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, Pearson 2011.	**Experiential Learning Method - Create Media: UNIT 3.4, 4.3 OTHER COMPONENT – 10 MARKS** **Activity:** Produce informational videos on internet security threats and best practices for e - businesses. **Objective:** Enhance creative skills and disseminate knowledge in an engaging format.
Aug 16 – 23, 2024 (Day Order 1-6)	3.4.1 Cryptography, Security, Encryption, Public and private key cryptography, Digital certificates, Digital signatures	Guest Lecture by Mr. Raj Mohan M., Co-Founder, Levitate Consulting		Discussion of Question and Answers
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3.4.2 Security protocols, public	Guest Lecture by Mr. Raj	2. E-business and E-Commerce for	Discussion of Question and Answers

	network - HTTPS, SSL, Firewall, Public key infrastructure for security, Prominent cryptographic application	Mohan M., Co-Founder, Levitate Consulting	Managers, Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, Pearson 2011.	SECOND CA TEST
Sep 4 – 11, 2024 (Day Order 1-6)	**UNIT IV - E-MARKETING** 4.1 Consumer oriented e-business - E-tailing and models B2B, B2C, C2C, C2B and G2B	Lecture & Presentation		**Experiential Learning Method - Create Media: UNIT 3.4, 4.3 OTHER COMPONENT – 10 MARKS** **Activity:** Students answer questions related to E-enterprise Management theories. **Objective:** Reinforce theoretical knowledge in an engaging way.
Sep 12 - 20, 2024 (Day Order 1- 6)	4.2 Marketing on Web - Advertising, Marketing, Online services, Web auctions, Virtual communities and Web portals	Lecture and PowerPoint Presentation Slip Test	1. E-business and E-Commerce for Managers, Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, Pearson 2011.	
Sep 23 - 26, 2024 (Day Order 1-4)	4.3 E-governance - EDI on the Internet, Delivery management system 4.4 Social media	Lecture		SECOND CA TEST

	marking - Advantages and disadvantages			
Sep 27 – Oct 3, 2024	**C.A. Test – II**			
Oct 4 – 5, 2024 (Day 5 & 6)	**UNIT V - LEGAL AND ETHICAL ISSUES IN E-BUSINESS** 5.1 Legal, ethical and privacy issues - need for protection and methodology	Individual Presentation	1. E-business and E-Commerce for Managers, Harvey M. Deitel, Paul J.Deitel, Kate Steinbuhler, Pearson 2011.	**Problem Solving Methods - Case Studies for Problem Solving: UNIT 5.1 OTHER COMPONENT (INDIVIDUAL) – 10 MARKS** **Activity:** Provide case studies presenting common problems faced by e-businesses. Students will develop and present their solutions. **Objective:** To enhance critical thinking and the ability to apply theoretical knowledge to practical problems.
Oct 7 - 15, 2024 (Day Order 1 to 6)	5.2 Online consumer protection rights	Lecture	1. E-Commerce – P.T. Joseph	Discussion of Question and Answers
Oct 16 - 22, 2024 (Day Order 1 to 6)	5.3 Information technology act - emerging trends	Lecture		Discussion of Question and Answers
Oct 23 - 24, 2024 (Day Order 1 to 2)	**REVISION**			