



SECOND-YEAR OF BACHELOR OF COMPUTER SCIENCE OPEN ELECTIVE REVISED SYLLABUS ACCORDING TO CBCS NEP2020

COURSE TITLE: E-COMMERCE

SEMESTER-III, W.E.F. 2024-2025

**Recommended by the Board of Studies in Computer Science
And**

Approved by the Academic Council

Devrukh Shikshan Prasarak Mandal's

Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and
Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh.
Tal. Sangameshwar, Dist. Ratnagiri-415804, Maharashtra,
India

Academic Council Item No: _____

Name of the Implementing Institute	:	Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh. Tal. Sangameshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Bachelor of Science
Name of the Department	:	Computer Science
Name of the Class	:	Second Year
Semester	:	Three
No. of Credits	:	02
Title of the Course	:	E-commerce
Course Code	:	CSOE202
Name of the Vertical in adherence to NEP 2020	:	Open Elective
Eligibility for Admission	:	Any 12 th Pass seeking Admission to Degree Programme in adherence to Rules and Regulations of the University of Mumbai and Government of Maharashtra
Passing Marks	:	40%
Mode of Assessment	:	Formative and Summative
Level	:	UG
Pattern of Marks Distribution for TE and CIA	:	60:40
Status	:	NEP-CBCS
To be implemented from Academic Year	:	2024-2025
Ordinances /Regulations (if any)		

Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce and Vid. Dadasaheb Pitre Science College, Devrukh (An Autonomous College Affiliated with University of Mumbai)

Syllabus for Second Year of Bachelor of Science in Computer Science

(With effect from the academic year 2024-2025)

SEMESTER-III

Paper No.– 2

Course Title: E-commerce

No. of Credits - 02

Type of Vertical: Open Elective

COURSE CODE: CSOE202

Learning Outcomes Based on BLOOM's Taxonomy:

After completing the course, the learner will be able to...		
Course Learning Outcome No.	Blooms Taxonomy	Course Learning Outcome
CLO-01	Understand	To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
CLO-02	Analyse	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
CLO-03	Understand	To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization

Syllabus for Second Year of Bachelor of Science in Computer Science

(With effect from the academic year 2024-2025)

SEMESTER-III

Paper No.– 2

Course Title: E-commerce

No. of Credits - 02

Type of Vertical: Open Elective

COURSE CODE: CSOE202

COURSE CONTENT			
Module No.	Content	Credits	No. of Lectures
1	<p>Introduction to E-Commerce and E- Business: Definition and competing in the digital economy, Impact of E-Commerce on Business Models, Factors Driving e-commerce and e-Business Models, Economics and social impact of e-Business, opportunities and Challenges, e-Commerce vs m-Commerce, Different e-Commerce Models (B2B, B2C, C2B, C2C, B2E),</p> <p>e-Commerce Applications: e-Trading, e-Learning, e-Shopping, Virtual Reality & Consumer Experience, Legal and Ethical issues in e-Commerce.</p> <p>Overview of Electronic Payment systems: Types of Electronic payment schemes (Credit cards, Debit cards, Smartcards, Internet banking), Echecks, E-Cash Concepts and applications of EDI and Limitation</p> <p>Introduction & origin of Digital Marketing: Traditional v/s Digital Marketing. Digital Marketing Strategy, The P-O-E-M Framework, Segmenting & Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.</p>	01	15
2	<p>Social Media Marketing: Meaning, Purpose, types of social media websites, Social Media Engagement, Target audience, Facebook Marketing: Business through Facebook Marketing, Creating Advertising Campaigns, Adverts, Facebook Marketing Tools, LinkedIn Marketing: Importance of LinkedIn Marketing, Framing LinkedIn Strategy, Lead Generation through LinkedIn, Content Strategy, Analytics and Targeting, Twitter Marketing: Framing content strategy, Twitter Advertising Campaigns, YouTube Marketing: Video optimization, Promoting on YouTube, Monetization, YouTube Analytics</p> <p>Email Marketing: Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation</p> <p>Mobile Marketing: Introduction, Mobile Usage, Mobile Advertising, Mobile Marketing Types, Mobile Marketing Features, Mobile Campaign Development, Mobile Advertising Analytics</p> <p>Content Marketing: Introduction, Content marketing</p>	01	15

	statistics, Types of Content, Types of Blog posts, Content Creation, Content optimization, Content Management & Distribution, Content Marketing Strategy, Content creation tools and apps, Challenges of Content Marketing.		
	Total	2	30

Required Previous Knowledge

Students should know basic concepts related to computer and computer handling

Access to the Course

The course is available for all the students admitted for Bachelor of Science (Computer Science).

Forms of Assessment

The assessment of the course will be of Diagnostic, Formative and Summative type. At the beginning of the course diagnostic assessment will be carried out. The formative assessment will be used for the Continuous Internal Evaluation whereas the summative assessment will be conducted at the end of the term. The weightage for formative and summative assessment will be 60:40. The detailed pattern is as given below.

Semester End Evaluation (60 Marks)
Question Paper Pattern
Time: 2 hours

Question No.	Unit/s	Question Pattern	Marks
Q.1	I & II	MCQ/Fill in the blanks/One line sentence	20
Q.2	I	Descriptive Questions	20
Q.3	II	Descriptive Questions	20
Total			60(converted to 30)

Internal evaluation (20 Marks)

Sr. No.	Description	Marks
1	Classroom Tests	10
2	Project/ Viva/ Presentations/ Assignments	05
3	Attendance	05
Total		20

Grading Scale

10 points grading scale will be used. The grading scale used is O to F. Grade O is the highest passing grade on the grading scale, and grade F is a fail. The Board of Examinations of the college reserves the right to change the grading scale.

Reference book:

- E-Commerce by S. Pankaj, A.P.H. Publication, New Delhi

Additional References:

- Fundamentals of Digital Marketing, Punit Singh Bhatia, Pearson, 2nd Edition
- “Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation”, Damian Ryan, Calvin Jone. Kogan Page, 4th Edition