


INSTITUTE OF AERONAUTICAL ENGINEERING

- (Autonomous)

Dundigal, Hyderabad - 500043, Telangana

COMPUTER SCIENCE AND ENGINEERING

ATTAINMENT OF COURSE OUTCOME - ACTION TAKEN REPORT

Name of the faculty:	Mr. J THIRUPATHI	Department:	Computer Science and Engineering
Regulation:	IARE - R18	Batch:	2018-2022
Course Name:	E-commerce	Course Code:	AITB35
Semester:	VII	Target Value:	70% (2.1)

Attainment of COs:

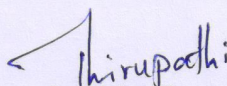
Course Outcome		Direct Attainment	Indirect Attainment	Overall Attainment	Observation
CO1	Explain business-to-consumer, business-to-business, and intra organizational models to develop an internet trading relationships.	1.60	2.40	1.8	Not Attained
CO2	Demonstrate the retailing procedure in E-commerce to expertise in market research effectively	1.60	2.40	1.8	Not Attained
CO3	List out the key features of internet, intranets and extranets to explain the use network systems in e-commerce business.	1.60	2.40	1.8	Not Attained
CO4	Describe digital library and supply chain management concepts to develop best management practices	2.30	2.40	2.3	Attained
CO5	Make use of the major E-commerce revenue models to evaluate existing websites	2.30	2.40	2.3	Attained
CO6	Explain theoretical and practical issues of conducting business over the internet and the Web to understand the multimedia effects on e-commerce.	2.30	2.40	2.3	Attained

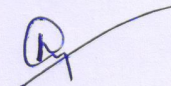
Action Taken Report: (To be filled by the concerned faculty / course coordinator)

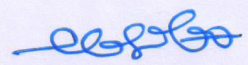
CO1: Day to day applications will be provided as case studies to make student understand the various Business models

CO2: Discuss any Ecommerce Applications in detail so that student will realize the importance of Market research in Digital marketing.

CO3: Exercise on communication system in E-business will be given to make student understand the importance of digital communication and Security in E Business


Course Coordinator


Mentor


Head of the Department