



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

## DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

### ATTAINMENT OF COURSE OUTCOMES (COs) – ACTION PLAN

Name of the Faculty	Ms. M Geetha Yadav	Department	CSE
Regulations	R16	Batch	2017 -2021
Course Name	E-COMMERCE	Course Code:	AIT514
Semester	VI	Target Value	70% (2.1 on 3 Scale)

#### Attainment of COs:

Course Outcomes		Direct Attainment	Indirect Attainment	Overall Attainment	Observation
CO1	Explain business-to-consumer, business-to-business, and intra organizational models to develop an internet trading relationship.	2.30	2.60	2.4	Target attained
CO2	Demonstrate the retailing procedure in E-commerce to expertise in market research effectively.	1.60	2.60	1.8	Target not attained
CO3	List out the key features of internet, intranets and extranets to explain the use network systems in e-commerce business.	2.30	2.70	2.4	Target attained
CO4	Explain digital library and supply chain management concepts to develop best management practices	1.60	2.60	1.8	Target not attained
CO5	Make use of the major E-commerce revenue models to evaluate existing websites	0.90	2.70	1.3	Target not attained
CO6	Analyze theoretical and practical issues of conducting business over the internet and the Web to understand the multimedia effects on e-commerce	0.90	2.70	1.3	Target not attained

#### Action taken report:

CO2, CO4: Case studies Amazon.com etc. to be discussed as E-commerce and Supply chain management projects so that student can acquire skills in market research and best management practices.  
CO5, CO6: Real time Problems to be given as case studies to students during tutorial sessions which enable students understand theoretical and practical issues in internet and web based business.

Course Coordinator

Mentor

Head of the Department  
Computer Science and Engineering  
HOD  
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