

PROGRAMME: THREE-YEAR DEGREE

Semester-wise Syllabus under CBCS(w.e.f. 2020-21 Admitted Batch)

I Year B.A. (CA) / B Com (CA) / B.Sc. (CA), SEMESTER- II

Discipline: COMPUTER APPLICATIONS

E-COMMERCE & WEB DESIGNING

Semester	Course Code	Course Title	Hours/Week	Hours	Credits
II	C2	E-Commerce & Web Designing	4	60	3

Learning Outcomes:

At the end of the course, the students is expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

B. Remembers and states in a systematic way (Knowledge)

1. Understand the foundations and importance of E-commerce
2. Define Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational
3. Describe the infrastructure for E-commerce
4. Discuss legal issues and privacy in E-Commerce
5. Understand the principles of creating an effective web page, including an in-depth consideration of information architecture

B. Explains (Understanding)

6. Recognize and discuss global E-commerce issues
7. Learn the language of the web: HTML

C. Critically examines, using data and figures (Analysis and Evaluation)

8. Analyze the impact of E-commerce on business models and strategy
9. Assess electronic payment systems
10. Exploring a web development framework as an implementation example and create dynamically generated web site complete with user accounts, page level security, modular design using css

D. Working in ‘Outside Syllabus Area’ under a Co-curricular Activity(Creativity)

Use the Systems Design Approach to implement websites with the following steps:

- Define purpose of the site and subsections
- Identify the audience
- Design and/or collect site content
- Design the website theme and navigational structure
- Design & develop web pages including: Hyperlinks, Lists, Tables, Frames, Forms, Images, Behaviours

E. Build a site based on the design decisions and progressively incorporate tools and techniques covered

SYLLABUS

Unit	Details
I Unit I: Introduction:	Introduction to Internet: Internet Terminology – History of the Internet – Advantages & disadvantages of Internet – How internet works Electronic Commerce: Definition, types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic Market-Online shopping, Three models of Electronic Market - E-Business.
II Unit-II: E-payment System:	Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), Digital Signatures (Procedure, Working And Legal Position), Payment Gateways, Online Banking (Meaning, Concepts, Importance, Electronic Fund Transfer), Risks Involved in e-payments.
III Unit-III: On-line Business Transactions:	Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E-Commerce Applications in Various Industries Like (Banking, Insurance, Payment of Bills), Benefits, Problems and Features, Online Services (Financial, Travel and Career), Online Learning, Online Shopping (Amazon, Flipkart, etc.)

IV Unit-IV: Website designing

Introduction to HTML: Basic HTML – HTML document structure – HTML tags – Basefont tag – title tag – body tag – Horizontal Rule Tag - Text formatting tags – Character tags - Character entities, **HTML Lists** : Ordered List , Unordered List & Definition List – Using colors – Using Images

V Unit V: Website designing:

Hyperlinks: Textual links, Graphical links, types of document links, anchor tag **HTML Tables** – table creations tags, Nested Tables, **Frames:** Frame introduction - frame creation tags – Nested Frames

Learning Resources (E-commerce & Web Designing)

References:

- (1) E-commerce and E-business Himalaya publishers
- (2) E-Commerce by Kenneth C Laudon, PEARSON INDIA
- (3) Web Design: Introductory with MindTap Jennifer T Campbell, Cengage India
- (4) HTML & WEB DESIGN:TIPS& TECHNIQUES JAMSA, KRIS, McGraw Hill
- (5) Fundamentals Of Web Development by Randy Connolly, Ricardo Hoar, Pearson
- (6) HTML & CSS: COMPLETE REFERENCE POWELL,THOMAS, McGrawHill

Online Resources:

<http://www.kartrocket.com>

<http://www.e-commerceceo.com>

<http://www.fastspring.com>

<https://teamtreehouse.com/tracks/web-design>