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| **PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA** | | | | | |
| **Course Code** | **E- Commerce and Web Designing** | **II BCOM CA**  **Sem - III**  **2024-25** | | | |
| **Hours** | 90 (60 Theory + 30 Practical) | L | T | P | C |
| **Pre requisites** | Basic knowledge of Computers | 4 | - | 2 | 5 |

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| **Course Objective** |
| 1. The course aims to help learners to acquire conceptual knowledge of fundamental concept of E-commerce & Web Designing. 2. Emphasize the importance of various E-commerce & Web Designing. Developing and implementing efficient algorithms |

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| **Course Outcomes** | |
| On Completion of the course, the students will be able to – | |
| CO1 | Analyze the impact of E-commerce on business models and strategy. |
| CO2 | Describe the major types of E-commerce. |
| CO3 | Identify the key security threats in the E-commerce environment. |
| CO4 | Be able to use the HTML, XML languages |
| CO5 | Runs the page he/she has designed using HTML, XML codes |

## **P R GOVT COLLEGE(AUTONOMOUS), KAKINADA**

**DEPARTMENT OF COMPUTER APPLICATIONS**

**II B.Com CA Semester- III (2024-25)**

**E- Commerce & Web Designing**

**SYLLABUS**

**Unit 1: Basics And Definitions:** Definition, E-Commerce with 5-C Model, Additional Terms, Business Models Related To E-Commerce, Advantages And Disadvantages, Web 2.0, Technical And Economic Challenges

**Frameworks and Architectures:** Actors And Stakeholders, Fundamental Sales Process And His 7+1 Process Steps Work, Technological Elements, Typical Applications

**Case Study:** Identify different E-Commerce websites and write their functionality.

**Unit 2: B2C Business:** B2c Basics, B2c-Business AndCrm, B2c Software Systems, Customer Relationship Management (Crm)

**B2B Business:** B2b Basics, Differences Between B2b And B2c, B2b Software Systems, Supply Chain Management

**Case Study:** Identify B2B and B2C websites in Unit-I Case Study and differentiate their functionality

**Unit 3: Security & Compliance Management:** Foundations Of Risk Management, Compliance Management, Information Security Management (Ism), Technology

**Electronic Payment:** Business and Money, the Payment Challenge, Payment Procedures, Receivables Management, Cyber Money

**Case Study:** Identify different payment methods used in purchasing of goods in Amazon, Flipkart etc.. and write their Pros and Cons of each payment method

**Unit 4: Introduction to Web Programming:** Introduction, creating a website, HTML tags, HTML Elements, HTML attributes, CSS Preview, History of HTML, Differences between old HTML and HTML5, how to check your HTML code

**Coding Standards, Block Elements:**

HTML coding conventions, Comments, HTML Elements, Should Describe Web Page Content Accurately, Content Model Categories, Block Elements, block quote Element, Whitespace Collapsing, pre Element, Phrasing Elements, Editing Elements, q and cite Elements, dfn, abbr, and time Elements, Code-Related Elements, br and wbr Elements.

**Text Elements, and Character References:** sup, sub, s, mark, and small Elements, strong, em, b, u, and i Elements, span Element, Character References, Web Page with Character References, and Phrasing Elements.

**Case Study:** Create a web page of your department using standard HTML tags, HTML elements and HTML attributes

**Unit 5: Cascading Style Sheet (CSS):** CSS Overview, CSS Rules, Example with Type Selectors and the Universal Selector, CSS Syntax and Style, Class Selectors, ID Selectors, span and div Elements, Cascading, style Attribute, style Container, External CSS Files, CSS Properties, Color Properties, RGB Values for Color, Opacity Values for Color, HSL and HSLA Values for Color, Font Properties, line-height Property, Text Properties, Border Properties, Element Box, padding Property, margin Property.

**Case Study:** Description of your City or place with the use of CSS and compare it with previous two case studies

**Reference Books:**

1. Introduction to E-Commerce:Combining Business And Information Technology By Martin Kutz

2. Lallana, Quimbo, Andam, 4. Cf. Ravi Kalakota and Andrew B. Whinston, Electronic Commerce:A Manager’s Guide (USA: Addison Wesley Longman, Inc., 1997), 19-20.

3. Web Programming with HTML5,CSS and JavaScript, John Dean, Jones & Bartlett Learning

4. HTML & CSS: The Complete Reference, 5th Edition, Thomas. A. Powell

Online Resources:

http://www.kartrocket.com

http://www.e-commerceceo.com

http://www.fastspring.com

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

**Practical Component:@ 2 hours/week/batch**

**Note:** All the questions should be practiced using **Blue Griffon, Google Web Designer, KompoZer and open Element /any related tools.** The students should be taught the usage of appropriate html tags for these questions

In the practical examination the students have to write the procedure for performing the given task in front page followed by the html tags used to perform the task.

**LIST OF EXPERIMENTS**

1. Create a web page to display a hyperlink which when clicked directs you to Amazon website.

2. Create a web page to demonstrate your college name aligned with the logo of your college.

3. Create a web page to demonstrate definition lists taking various applications of ecommerce as an example.

4. Create a web page which asks for mode of payment which includes the options: Credit card/Debit card/Online transfer (use radio buttons)

5. Create a web page which asks the user to enter his credit card details. Use textboxes, drop down buttons.

6. Create a web page to display definition list which defines the terms: B2B, B2C, C2B, C2C.

7. Create a web page which displays four buttons containing text B2B, B2C, C2B, C2C. Also when a button is clicked details about the clicked subject should appear on a separate page.

8. Create a web page to display the text “Digital Marketing” which scrolls randomly.

9. Create a web page to scroll the text “E-Commerce” for exactly 5 times from left to right of the screen.

10. Create a web page to insert an image which when clicked redirects you to your college website.

11. Create a web page to display the name of your college in h6 size with blue as font color and background color yellow separated by a thick line and below which a paragraph about the facilities offered by your college is described.

12. Create a web page to demonstrate a pull-down menu. The menu should contain the list of your favorite south Indian dishes.

13. Create a web page with name of your college as text. The text should scroll, alternate and slide.

14. Create a web page to display an image surrounded by text on all the four sides.

15. Create a web page to display 3 images which are aligned left, right and center respectively.

16. Create a web page with 4 paragraphs of about 5 lines each describing about E-Marketing, E- Shopping, E-banking and E-Learning. The paragraphs should be aligned left, right, center and justified respectively.

17. Create a web page with name of your college as Text in h6 size, font as verdana, blue as font color followed by a copyright symbol and trademark symbol.

18. Create a login page asking the user to enter his username and password followed by a submit button.

19. Create a web page using a form which collects data about student rollno, name and marks in various subjects followed by submit and reset buttons.

20. Create a web page using a form titled as Feedback form which takes the feedback of faculty teaching a particular subject in your college. The form should have fields student name, rollno followed by 5 check boxes labeled Excellent, Very Good, Good, Average, Bad respectively.

21. Create an unordered list of popular B2C ecommerce web sites.

**RECOMMENDED CO-CURRICULAR ACTIVITIES:**

**MEASURABLE**

1. Assignments (in writing and doing forms on the aspects of syllabus content and

outside the syllabus content. Shall be individual and challenging)

2. Student seminars (on topics of the syllabus and related aspects (individual activity)

3. Quiz (on topics where the content can be compiled by smaller aspects and data

(Individuals or groups as teams)

4. Field studies (individual observations and recordings as per syllabus content and

related areas (Individual or team activity)

5. Study projects (by very small groups of students on selected local real-time

problems pertaining to syllabus or related areas. The individual participation and

contribution of students shall be ensured (team activity)

**GENERAL**

Group Discussion

Visit to Software Technology parks / industries

**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),

2. Closed-book and open-book tests,

3. Coding exercises,

4. Practical assignments and laboratory reports,

5. Observation of practical skills,

6. Individual and group project reports,

7. Efficient delivery using seminar presentations,

8. Viva voce interviews.

9. Computerized adaptive testing, literature surveys and evaluations,

10. Peers and self-assessment, outputs form individual and collaborative work

## **P R GOVT COLLEGE(AUTONOMOUS), KAKINADA**

**DEPARTMENT OF COMPUTER APPLICATIONS**

**II B.Com CA Semester- III (2024-25)**

**E- Commerce and Web Designing**

**PAPER- II Marks: 50M**

**Model blue print for the model paper and choice**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.NO** | **Type of Question** | **To be given in the Question Paper** | | | | **To be answered** | | |
| **No. of Questions** | **Marks allotted to each question** | | **Total Marks** | **No. of Questions** | **Marks allotted to each question** | **Total Marks** |
| 1 | Section-A Essay Questions | **6** | **10** | | **60** | **3** | **10** | **30** |
| 2 | Section-B Short Questions | **7** | **5** | | **35** | **4** | **5** | **20** |
| **TOTAL** | | **13** | |  | **95** | **TOTAL MARKS** | | **50** |

95 - 50 45

Percentage of choice given = ------------ x 100= ------ x 100 = 47.36%

95 95

**Model Blue print for the question paper setter**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chapter Name** | **Essay Questions**  **10 Marks** | **Short Questions**  **5 Marks** | **Marks allotted to the chapter** |
| **UNIT-I** | **2** | **2** | **30** |
| **UNIT -II** | **1** | **1** | **15** |
| **UNIT -III** | **1** | **1** | **15** |
| **UNIT -IV** | **1** | **2** | **20** |
| **UNIT -V** | **1** | **1** | **15** |
| **Total No. of questions** | **6** | **7** |  |
| **Total Marks Including choice** | | | **95** |

## **P R GOVT COLLEGE(AUTONOMOUS), KAKINADA**

**DEPARTMENT OF COMPUTER APPLICATIONS**

**II B.Com CA Semester- III (2024-25)**

**MODEL PAPER**

**E- Commerce and Web Designing**

**Time : 2 Hrs**. **SEMESTER-IV**  **Max. Marks: 50**

**Section-I**

**Answer Any Three Questions. At least One question from any Part (3x10=30M)**

**Part-A**

1. Define E-Commerce. What are the advantages and disadvantages of E-Commerce

2. Explain about Types of E-Commerce Business Models in detail

3. Explain about models and methods of e–payments

**Part-B**

4. What are the advantages and disadvantages of Online Transactions

5. Explain about Lists and Their Types in HTML

6. Explain about E-Commerce Security in detail

**Section-II**

**Answer any FOUR Questions. Each question carries 5 marks (4x5=20M)**

7.Discuss about Applications of E-Commerce.

8.What are the key elements of business model in e commerce?

9.Discuss briefly about Electronic Fund Transfer(EFT).

10.Explain about Online Portal and Online Learning.

11.Explain about text formatting tags in HTML.

12.Explain about hyperlinks in HTML.

13.Write about Encryption Techniques.

**Mapping of Cos with POs/PSOs**

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| **CO /PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO**  **10** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| CO1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |