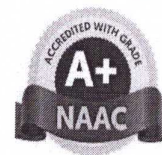


SHRI GNANAMBICA DEGREE COLLEGE: MADANAPALLE



(AUTONOMOUS)
Course 7: E-COMMERCE AND WEB DESIGNING (MAJOR)
SEMESTER III
(W.E.F.2024-25)
Program: BCOM (CA)



Hours per week: 4

Credits: 3

Course Objectives:

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

COURSE OUTCOMES

Upon successful completion of the course, a Student will be able to:

1. Understand the fundamental concepts of E-Commerce.
2. Understand the Applications and Emerging Trends in E-Commerce.
3. Learn about Online Payment Systems and Security.
4. Learn about Web Designing concepts using HTML.

UNIT-1

Introduction to E-Commerce: Definition, Scope, and Evolution of E-Commerce, Types of E-Commerce (B2B, B2C, C2C, C2B, B2G, G2C), E-Commerce vs Traditional Commerce, Benefits and Limitations of E-Commerce.

E-Commerce Applications: Online Retailing and E-Tailing, E-Governance, Online Banking and Insurance, Online Education and Health Services etc.

Emerging Trends in E-Commerce: Artificial Intelligence and Chat bots, Augmented Reality and Virtual Reality in E-Commerce

UNIT-2

Infrastructure of E-Commerce: E-Commerce infrastructure: hardware & software, Internet and WWW, Mobile Commerce. E-Payment Systems in E-Commerce: Electronic Payment Methods (Credit/Debit Cards, e-Wallets, UPI, Net Banking, EMI), Payment Gateways, Security Issues in Online Payments, Digital Currency and Crypto currencies, Regulatory Framework (RBI Guidelines, IT Act) Security and Legal Aspects of E-Commerce: Digital Signatures and Encryption, Legal Issues in E-Commerce (IPR, Cyber Laws, Data Protection), Consumer Protection in E-Commerce.

UNIT-3

Introduction to Web Programming: Introduction, History of HTML, Differences between old HTML and HTML5. Basics of HTML: HTML structure and syntax, Elements, tags, and attributes, Headings, paragraphs, links, images, Lists, Tables, Hyperlinks and forms, how to check your HTML code, creating a website



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UNIT-4

Coding Standards, Block Elements: HTML coding conventions, Comments, HTML Elements, 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 web 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.

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

References:

Online references:

- <https://www.w3schools.com/html/>
- <https://www.tutorialspoint.com/html/index.htm>
- <https://www.geeksforgeeks.org/html/html-tutorial/>

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



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SHRI GNANAMBICA DEGREE COLLEGE: MADANAPALLE



(AUTONOMOUS)
Course 7: E-COMMERCE AND WEB DESIGNING (MAJOR)- Practicals
SEMESTER III
(W.E.F.2024-25)
Program: BCOM (CA)



Hours per week: 2

Credits: 1

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 to display the text "Digital Marketing" which scrolls randomly.
8. Create a web page to insert an image which when clicked redirects you to your college website.
9. 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.
10. Create a web page with name of your college as text. The text should scroll, alternate and slide.
11. Create a web page to display 3 images which are aligned left, right and center respectively.
12. 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.
13. Create a login page asking the user to enter his username and password followed by a submit button.
14. Create a web page using a form which collects data about student roll no, name and marks in various subjects followed by submit and reset buttons.
15. 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, roll no followed by 5 check boxes labelled Excellent, Very Good, Good, Average, Bad respectively.



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SHRI GNANAMBICA DEGREE COLLEGE: MADANAPALLE

(AUTONOMOUS)

Course 7: E-COMMERCE AND WEB DESIGNING (MAJOR)

SEMESTER III

(W.E.F.2024-25)

Program: BCOM (CA)

Question Paper – Blue Print

Time : 3 Hrs

Marks : 70

PART-A

Answer any 4 of the 8. Each Question Carries 5 marks.

(4 x 5 =20)

1. Question
2. Question
3. Question
4. Question
5. Question
6. Question
7. Question
8. Question

PART-B

Answer one from each unit. Each Question Carries 10 marks.

(5X10=50)

UNIT 1

9. Question

OR

10. Question

UNIT 2

11. Question

OR

12. Question

UNIT 3

13. Question

OR

14. Question

UNIT 4

15. Question

OR

16. Question

UNIT 5

17. Question

OR

18. Question



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