ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

II SEMESTER **COMMERCE**  TIME:5HRS/WEEK

COM 2303(3) **E-COMMERCE AND WEB DESIGNING** MAX.MARKS:100

w.e.f. 2020- -2021 (‘20AH’ Batch) **SYLLABUS**

**COURSE OBJECTIVES:**

* Impart knowledge on the need of E-Commerce business models
* Develop skills to design e-commerce web site by using HTML
* Recognize E-Commerce security and legal issues
* Enable effective usage of online payment systems.

**COURSE OUTCOMES:**

* Understand the foundations and importance of E-Commerce
* Assess electronic payment systems
* Discuss legal issues and privacy of E-Commerce
* Design and develop web pages

**COURSE:**

**UNIT I: INTRODUCTION :** Meaning, Nature, Concepts, Advantages, Disadvantages and reasons for Transacting Online, Types of E-Commerce, e-commerce Business Models(Introduction), Key Elements of a Business Model And Categorizing Major E-Commerce Business Models),Forces Behind e-commerce.

**TECHNOLOGY USED IN E-COMMERCE:** The dynamics of World Wide Web and Internet (Meaning, Evolution and Features); Designing, Building and Launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing Vs. in-house development of a website).

**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, Automated Clearing House, Automated Ledger Posting), Risks Involvedine- payments.

**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 Utility Bills, Online Marketing, E-Tailing (Popularity, Benefits, Problems and Features), Online Services (Financial, Travel and Career), Auctions, Online Portal, Online Learning, Publishing and Entertainment} Online Shopping (Amazon, Snap Deal, Alibaba, Flipkart, etc.)

**UNIT-IV: WEBSITE DESIGNING :** Designing a home page, HTML document, Anchor tag Hyperlinks, Head and body section, Header Section, Title, Prologue, Links, Colorful Pages, Comment, Body Section, Heading Horizontal Ruler, Paragraph, Tabs, Images And Pictures, Lists and Their Types, Nested Lists, Table Handling.

**FRAMES:** Frameset Definition, Frame Definition, Nested Framesets, Forms and Form Elements.DHTMLandStyleSheets:DefiningStyles,elementsofStyles,linkingastylesheet to a HTML Document, Inline Styles, External Style Sheets, Internal Style Sheets & Multiple

Style Sheets.

**UNIT - V: SECURITY AND ENCRYPTION :** Need and Concepts, E-Commerce Security Environment: (Dimension, Definition and Scope Of E-Security), Security Threats in The E-Commerce Environment (Security Intrusions And Breaches, Attacking Methods Like Hacking, Sniffing, Cyber-Vandalism Etc.), Technology Solutions (Encryption, Security Channels Of Communication, Protecting Networks AndProtecting Servers And Clients)

**REFERENCES:**

1. C. S. Rayudu, E-commerce and E-business , Himalaya publishers, 2018
2. Kenneth C Laudon ,E-Commerce ,PEARSONINDIA, 2017
3. Jennifer T Campbell, Web Design: Introductory with MindTap,6 edition, CengageIndi, 2017.
4. JAMSA, KRIS, HTML & WEB DESIGN:TIPS& TECHNIQUES, McGrawHill, first edition
5. POWELL, THOMAS, HTML & CSS: COMPLETE REFERENCE, McGrawHill, fifth edition.

### 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 asteam)
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.

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ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

II SEMESTER **COMPUTER SCIENCE**  TIME: 2HRS/WEEK

COM 2351(2) **Web Designing LAB** MAX.MARKS:50

w.e.f.20-21 admitted batch-“20AH” **SYLLABUS**

**COURSE OBJECTIVES:** To enable the students to:

* Will gain the web design knowledge, skills and project-based creativity for entry into web design and development careers.
* Learn to work as freelancers in web design or prepare to become employed at a website design firm.

**COURSE OUTCOMES:**

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

1. Be acquainted with elements, Tags and basic structure of HTML files.
2. Develop the concept of basic and advanced text formatting.
3. Designing of webpage-Document Layout, Working with List, Working with Tables.
4. Practice Hyper linking, Designing of webpage-Working with Frames, Forms and Controls.
5. Prepare creating style sheet, CSS properties, Background, Text, Font and styling etc.
   * Creation of simple web page using formatting tags
   * Creation of lists and tables with attributes
   * Creation ofhyperlinks and including images
   * Creation of forms
   * Creation of framesets
   * Cascading style sheets – inline, internal and external

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