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

III SEMESTER   **COMMERCE** TIME:3HRS/WEEK

COM-Ma3-3301(3) **E-COMMERCE AND WEB DESIGNING** MARKS:100

w.e.f 2024-2025 (23AK Batch) **SYLLABUS**

## **Course Objectives:**

## To help learners to acquire conceptual knowledge of fundamental concept of E- commerce & Web Designing.

## To emphasize the importance of various E-commerce & Web Designing.

## Developing and implementing efficient algorithms.

## Develop skills to design e- commerce website by using HTML

## **Learning Outcomes:**

## The student will be able to:

## CO 1: Outline the foundations and importance of E-Commerce (L2)

## CO2: Discover electronic payment systems (L4).

## CO 3: Identify legal issues and privacy of E-Commerce (L3).

## CO 4: Construct and develop web pages from scratch, using PHP and the Bootstrap framework. (L3)

## CO 5: Construct Websites by using style sheets (L3).

**UNIT-1: Basics And Definitions:** Definition, E-Commerce with 5-C Model, Additional Terms, and 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 And Crm, 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

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**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 web sites, 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.

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