B Com	Semester: II(Computer Applications)	Credits: 4
Course: 2C	E-COMMERCE AND WEB DESIGNING	Hrs/Wk: 5

Learning Outcomes:

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

A. *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 and CSS.

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: CSS Style Rules, Typography, Hyperlinks, Lists, Tables, Frames, Forms, Images, Behaviours, CSS Layouts

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

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, EvolutionAnd 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 Involved in e-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. DHTML and Style Sheets: Defining Styles, elements of Styles, linking a style sheet 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 And Protecting Servers And Clients).

Learning Resources (Course 2C: 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 Mind Tap 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

PRACTICAL COMPONENT:@ 2 HOURS/WEEK/BATCH
1. Creation of simple web page using formatting tags
2. Creation of lists and tables with attributes
3. Creation of hyperlinks and including images
4. Creation of forms
5. Creation of framesets
6. Cascading style sheets – inline, internal and external

RECOMMENDED CO-CURRICULAR ACTIVITIES:
(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)
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.
1. Group Discussion.
2. 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.