SARDARPATEL UNIVERSITY

Programme: B.Com. Semester: V
Syllabuswith effectfrom: June-2020
Third YearB.Com.
Semester- V

E-Commerce-I

Paper Code:UB05CCOM25   **Total Credit:** 3
Titleof Paper:Fundamental of E-Commerce & HTML-I
Weightage of Marks: Theory (50%) + Practical (50%)

Objectives:

i.   To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.
ii. To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.
iii. Understanding of basic business management concepts as well as basic technical concepts relating to E-Commerce.
iv. Design and Develop a Web Page using HTML.
v.   Link Pages so that they create a Web Site.
vi. Design and develop a Web Site using Test, image, Links, list and tables for navigation and layout.
vii. Have Hands –on knowledge in developing simple and Comprehensive Internet Web sites.
viii. Be able to plan, Design and develop web sites.
ix. Acquire creative skill in Deign, Layout and interactivity of Web Pages.
x.   Understand Fundamental trends of Technological Evolution of Web Pages.

Unit	Descriptionin Detail	Weightage (%)
I	**E-commerce Overview:** • Features, What is E-Commerce, Traditional v/s E-Commerce, History of E-Commerce, Benefits and Limitation of E-Commerce, Features of E-commerce Technology, Driving forces of E-Commerce, Impact of E-Commerce, How E-Commerce works? **E-Commerce Advantages:** • Advantages to Organizations • Advantages to Customers • Advantages to Society **E-Commerce Disadvantages:** • Technical Disadvantages • Non-Technical Disadvantages	25%

II I	**E-Commerce Business Models:** - Business - to - Business - Business - to - Consumer - Consumer - to - Consumer - Consumer - to - Business - Business - to - Government - Government - to - Business - Government - to - Citizen - Business-to-Business-to-Consumer (B2B2C) - Business-to-Employees (B2E)		25%
II I	**HTML – Introduction :** - History, Uses of HTML, HTML and Tag, Importance point of HTML Tag, Structure of HTML document, HTML Tag rules, Basic HTML Document, The <!DOCTYPE> Declaration **HTML – BASIC TAGS** - Heading Tags, Paragraph Tag ,Line Break Tag, Centering Content, Horizontal Lines, Preserve Formatting <pre> , Nonbreaking Spaces ( ) **HTML – BASIC FORMATTING TAGS** - Bold Text Italic Text, Underlined Text, Strike Text, Monospaced Font, Superscript Text, Subscript Text Inserted Text , Deleted Text, Larger Text, Smaller Text, - HTML – FONTS , Font Size , Font Face , Font Color		25%
I V	**HTML – TAGS** - HTML – MARQUEES , The <marquee> Tag Attributes - HTML – COMMENTS , Using Comment Tag - HTML – IMAGES , Insert Image, Set Image Location, Set Image Width/Height, Set Image Border, Set Image Alignment - HTML LINKS - Anchor tag , Text Links , Image Links , E-mail Links (Email Tag) - Adding Multimedia objects in HTML documents – Adding background sound using <BGSOUND> , Linking external sound using Anchor tag		25%

Practicals: Practicalsare based on above Units. (Weightage 50%) – Two Practical periods per week per batch

Reference Books/Suggested Readings:

- E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
- E-Commerce Concept Model And Strategy, C.S.V. Murthy, Himaliya Publishing
- E-Commerce, Jibitesh Mishra, Macmillan Publishers India
- E-Commerce - An Indian perspective 3/e, P. T. Joseph, PHI Publication
- E-Commerce Bussiness technology society-kenneth c. Laudon.carolguercioTraver-Pearson
- E-Business- Introduction to E-Business Management and starategy..
- Internet Technology and web Design, ISRD Group,TMH Publication
- Internet and web Design, Doeacc "O" level ,Firewell Media.
- Designing Interactive Website, by james L Mohler&jon M Duff, CENGAGE
- Word Wide Web design with HTML, by C. Xavier, TMH Publication.
- Html_tutorial-Tutorial point-PDF