



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2032-2024

(BCom) (Business Studies)
 (BCOM) (Programme Name) Semester (V)

Course Code	UB05DCOM83	Title of the Course	Computer Applications-IX
Total Credits of the Course	03	Hours per Week	03 + 02 Practical per Batch

Course Objectives:	To develop the awareness of E-Commerce features, technology, driving forces of E-Commerce and Benefits and Limitation of E-Commerce. To develop the skill of developing eye catching websites among the commerce students.
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Course Content		
Unit	Description	Weightage* (%)
1.	<p>E-Commerce Overview: What is E-Commerce?, Its Features, Traditional v/s E-Commerce, History of E-Commerce, Benefits and Limitation of E-Commerce, E-Commerce Technology, Driving forces of E-Commerce, Impact of E-Commerce, How E-Commerce works?</p> <p>E-Commerce Advantages:</p> <ul style="list-style-type: none"> • Advantages to Organizations • Advantages to Customers • Advantages to Society <p>E-Commerce Disadvantages:</p> <ul style="list-style-type: none"> • Technical Disadvantages • Non-Technical Disadvantages 	25%
2.	<p>E-Commerce Business Models:</p> <ul style="list-style-type: none"> • 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%
3.	<p>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</p> <p>HTML – BASIC TAGS: Heading Tags, Paragraph Tag, Line Break Tag, Centring Content, Horizontal Lines, Preserve Formatting <pre>, Nonbreaking Spaces (&nbsp;)</p>	25%



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	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.	
4.	HTML – TAGS: <ul style="list-style-type: none"> • 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%

Teaching-Learning Methodology	Multiple teaching approaches: Lectures and discussion, exploration and inquiry, cooperative group work, demonstration and presentation. Traditional classroom teaching as well as online/ICT based teaching practices. Hands on training through required ICT tools.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Theory (50%) + Practical (50%) Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination Theory (50%) + Practical (50%)	70%

Course Outcomes: Having completed this course, the learner will be able to understand	
1.	E-Commerce features, difference between traditional and E-Commerce, Technical and Non-Technical advantages and disadvantages over traditional commerce and business, its impacts over users, society and business.
2.	Various E-Commerce models:
3.	Able to create webpages using HTML.
4.	Able to develop attractive professional webpage using formatting tags, image, audio and video.

Suggested References:	
Sr. #	References
1.	E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
2.	E-Commerce Concept Model And Strategy, C.S.V. Murthy, Himaliya Publishing
3.	E-Commerce, Jibitesh Mishra, Macmillan Publishers India



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4.	E-Commerce - An Indian perspective 3/e, P. T. Joseph, PHI Publication
5.	Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
6	E-Business- Introduction to E-Business Management and starategy.
7	Internet Technology and web Design, ISRD Group, TMH Publication
8	Internet and web Design, Doeacc "O" level ,Firewell Media
9	Designing Interactive Website, by james L Mohler&jon M Duff, CENGAGE
10	Word Wide Web design with HTML, by C. Xavier, TMH Publication.
11	Html_tutorial-Tutorial point-PDF
12	Internet Technology and web Design, ISRD Group, TMH Publication
13	Designing Interactive Website, by james L Mohler & jon M Duff, CENGAGE
14	Word Wide Web design with HTML, by C. Xavier, TMH Publication.

On-line resources to be used if available as reference material
On-line Resources:
https://youtu.be/Zzs6kLkAUQ (What is E-Commerce)
https://youtu.be/-ZAznOtqaiY (What is E-Commerce)
https://youtu.be/R4Z5YIfJLQ
https://www.youtube.com/watch?v=FeC_fQgbMzI
https://www.youtube.com/watch?v=-G57Z49axt8
https://www.youtube.com/watch?v=qpSkJxpW0FI
https://www.youtube.com/watch?v=-nOcxEUbZGg
https://www.youtube.com/watch?v=FUt5tdVmtIk
https://www.youtube.com/watch?v=geNIjYGPHT4
https://www.youtube.com/watch?v=6KqFfs4czV8
https://www.tutorialspoint.com/e_commerce/e_commerce_business_models.htm
https://youtu.be/v0mfGrQ40QI (E-Commerce Business Model)
https://www.w3schools.com/html/
https://www.youtube.com/watch?v=qz0aGYrrlhU
https://www.youtube.com/watch?v=HcOc7P5BMi4
https://www.youtube.com/watch?v=ohpY8MEYvrc (Anchor)
https://www.youtube.com/watch?v=2H7Pp7Ipk40 (Anchor)
https://www.youtube.com/watch?v=OJERhX11SDk (Anchor)
https://www.youtube.com/watch?v=xzyHI2prjKQ (Name Attribute)
https://www.youtube.com/watch?v=SVkccLycP4k (SRC)
https://www.youtube.com/watch?v=cv2hzyO3X48
