

SARDARPATEL UNIVERSITY
Programme: B.Com. Semester: V
Syllabus with effect from: June-2023
 B.Com. Semester- V
E-Commerce-I

Paper Code:UB05CCOM75 Total Credit: 3

Title of 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	Description in Detail	Weightage (%)
I	<p>E-commerce Overview:</p> <ul style="list-style-type: none"> • 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? <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%

I I	E-Commerce Business Models: <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%
II I	HTML – Introduction : <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Heading Tags, Paragraph Tag ,Line Break Tag, Centering Content Horizontal Lines, Preserve Formatting <pre> , Nonbreaking Spaces (&nbsp;) HTML – BASIC FORMATTING TAGS <ul style="list-style-type: none"> • 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 <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%

Practicals:Practicals are 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