SARDARPATEL UNIVERSITY
Programme: B.Com. Semester: VI
Syllabus with effect from: December-2020
E-Commerce-II
Title of Paper: Fundamental of E-Commerce & HTML-II
Paper Code: UB06CCOM25
Weightage of Marks: Theory (50%) + Practical (50%)

Total Credit: 3

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	**E-Commerce Payment Systems:** Credit Card, Credit Card Payment Process, Debit Card, Smart Card, RuPay Card , Prepaid Money Card, E-money, E-Wallet, Net banking, Electronic fund Transfer, Cash On Delivery, Benefits and Limitation of each, risks involved in e-payments	25%
II	**E-Commerce and Online Services:** • Online shopping (amazon, snapdeal, alibaba, flipkart,olx, quicker, etc.) • Online Travel (makemytrip,Railway reservation-irctc, Bus reservation, Air reservation) • Online career services / Job Portal Learning (ojas, naukari, marugujarat,ncs.gov.in etc..) • Online payment of utility bills	25%

III	**HTML – LISTS** • Ordered List • Unordered List • Definition List • Nested List **HTML – TABLES** • Tables in HTML , Different table tag - \<table\>, \<tr\>,\<th\>,\<td\>,\<caption\>, colspan, rowspan, Table background , Table height and width , Nested Tables	**25%**
IV	**HTML – FRAMES** • What is Frames , Advantage of Frame , Disadvantage of Frame , Creating Frames, \<frameset\> Tag Attributes , \<frame\> Tag Attributes, Create a html document using frameset and frame tag **HTML – FROMS** • What is Forms and why it required , \<form\> tag, \<input\> tag • HTML Form Controls – simple text box , Password input controls, Checkbox Control , Radio Button Controls, Select Box Control (drop down box) , Reset Button, Submit Button	**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
• Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
• David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education
• Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed.,
• McGraw Hill Education
• KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
• TN Chhabra, E-Commerce, Dhanpat Rai & Co.
• Sushila Madan, E-Commerce, Taxmann
• E-Commerce Bussiness technology society-kenneth c. Laudon.carol guercio Traver-Pearson
• Cybercrime- Vishwakarma Publication-Dr. Deepak Shikarpur..
• 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.