

SARDARPATEL UNIVERSITY
Programme: B.Com. Semester: VI
Syllabus with effect from: December-2023
E-Commerce-II

Title of Paper: E-Commerce -II

Paper Code:UB06CCOM75

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, risk involved in e-payments	25%
II	E-Commerce and Online Services: <ul style="list-style-type: none"> • 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	<p>HTML – LISTS</p> <ul style="list-style-type: none"> • Ordered List • Unordered List • Definition List • Nested List <p>HTML – TABLES</p> <ul style="list-style-type: none"> • Tables in HTML , Different table tag - <table>, <tr>,<th>,<td>,<caption>, colspan, rowspan, Table background , Table height and width , Nested Tables 	25%
IV	<p>HTML – FRAMES</p> <ul style="list-style-type: none"> • 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 <p>HTML – FORMS</p> <ul style="list-style-type: none"> • 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: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
- 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.