I B.COM   II SEMESTER
Course 2C   E-COMMERCE & WEB DESIGNING

Hours per week: 5   **Credits: 4**

Learning Outcomes:
At the end of the course, the students are expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

A. *Remembers and states in a systematic way (Knowledge*)*
1. Understand the foundations and importance of E-commerce
2. Define Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
3. Describe the infrastructure for E-commerce.
4. Discuss legal issues and privacy in E-Commerce.
5. Understand the principles of creating an effective web page, including an in-depth consideration of information architecture

B. *Explains (Understanding**
1. Recognize and discuss global E-commerce issues.
2. Learn the language of the web: HTML and CSS.

C. *Critically examines, using data and figures (Analysis and Evaluation**)*
1. Analyze the impact of E-commerce on business models and strategy.
2. Assess electronic payment systems
3. Exploring a web development framework as an implementation example and create Dynamically generated web site complete with user accounts, page level security, modular design using css

D. Working in 'Outside Syllabus *Area' under a Co-curricular Activity* (Creativity)
      Use the Systems Design Approach to implement websites with the following steps:
- Define purpose of the site and subsections
- Identify the audience
- Design and/or collect site content
- Design the website theme and navigational structure
- Design & develop web pages including: CSS Style Rules, Typography, Hyperlinks, Lists, Tables, Frames, Forms, Images, Behaviors, CSS Layouts

E. Build a site based on the design decisions and progressively incorporate tools and techniques covered

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Syllabus

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Unit I: Introduction:

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction , key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Technology used in E-commerce: The dynamics of World Wide Web and internet (meaning, evolution and features); Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit II: Security and Encryption:

Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients)

Unit III: E-payment System:

Models and methods of e–payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Unit IV: On-line Business Transactions:

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (Amazon, Snap deal, Alibaba, Flipkart, etc.)

Unit V: Website designing

Designing a home page, HTML document, Anchor tag Hyperlinks, Head and body section, Header section, Title, Prologue, links, colorful pages, comment, body section, heading horizontal ruler, paragraph, tabs, images and pictures, lists and their types, nested lists, table handling.

Frames: Frameset definition, frame definition, nested framesets, Forms and form elements. DHTML and Style Sheets: defining Styles, elements of styles, linking a style sheet to a HTML document, inline styles, External style sheets, internal Style sheets & Multiple Style Sheets.

References:

1. E-commerce and E-business   Himalaya publishers
2. E-Commerce by Kenneth C Laudon, PEARSON INDIA
3. Web Design: Introductory with MindTap Jennifer T Campbell, Cengage India
4. HTML & WEB DESIGN:TIPS & TECHNIQUES JAMSA, KRIS, McGraw Hill
5. Fundamentals Of Web Development by Randy Connolly, Ricardo Hoar, Pearson
6. HTML & CSS: COMPLETE REFERENCE POWELL,THOMAS, McGraw Hill