



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM

B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)

B.A./B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits: 3T+2L
Course: 8-C	E– Commerce Application Development	Hrs/Wk: 3T+3L

Learning Outcomes:

Upon successful completion of the course, a student will be able to:

1. To apply in an integrative and summative fashion the students' knowledge in all fields of business studies by drafting a website presence plan.
2. To understand the factors needed in order to be a successful in ecommerce
3. To gain the skills to bring together knowledge gathered about the different components of building a web presence
4. To critically think about problems and issues that might pop up during the establishment of the web presence
5. To apply Word Press as a content management system (CMS), Plan their website by choosing colour schemes, fonts, layouts, and more

Syllabus: (Total hours: 75 including Theory, Practical, Training, Unit tests etc.)

Unit-1: **(10h)**

Introduction to E– commerce:

Meaning and concept – E– commerce

E– commerce v/s Traditional Commerce

E– Business & E– Commerce – History of E– Commerce

EDI – Importance, features & benefits of E– Commerce

Impacts, Challenges & Limitations of E– Commerce

Unit-2: **(12h)**

Business models of E – Commerce: Business to Business

2.1.2 Business to customers

2.1.3 Customers to Customers

Business to Government

Business to Employee

Influencing factors of successful E– Commerce

Architectural framework of Electronic Commerce

Web based E Commerce Architecture.

Internet Commerce

Unit-3: **(12h)**

Electronic data Interchange

EDI Technology

EDI- Communications



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EDI Agreements

E- Commerce payment system.

Digital Economy

Unit -4: (13h)

A Page on the web - HTML Basics

Client Side scripting -JAVA SCRIPT basics

Server side Scripting- PHP basics.

Unit-5: (13h)

Logging in to Your Word press Site

word press dash board

creating your first post

adding photos and images

creating hyper link

adding categories and tags

Textbooks:

1. Turban, Rainer, and Potter, Introduction to E-Commerce, second edition, 2003
2. H. M. Deitel, P. J. Deitel and T. R. Nieto, E-Business and E-Commerce: How to Programe, Prentice hall, 2001
3. WordPress All-in-One For Dummies -written by Lisa Sabin Wilson with contributions by Michael Torbert, Andrea Rennick, Cory Miller, and Kevin Palmer

Reference Books:

1. Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley
3. <https://w3schools.com>
4. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.

RECOMMENDED CO-CURRICULAR ACTIVITIES: (Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

A. Measurable

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))

B. General

1. Group Discussion
2. Others