



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



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM

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

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://w3cschools.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

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

ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM

Four Year B.A./B.Com (Hons) - Semester – V (from 2022-23)

Subject: Computer Applications for Arts/Commerce

Course-8-C: E-COMMERCE APPLICATION DEVELOPMENT

MODEL QUESTION PAPER (Sem-end. Exam)

(Skill Enhancement Course (Elective), 4 credits)

Max.Marks:75

Time : 3Hrs

Section – A

Answer any 5 Questions.

5X5=25M

1. Distinguish between E-Business and E-Commerce.
2. Write about the history of Ecommerce.
3. Write about E-Commerce Strategy.
4. What are the influencing factors of Successful E-Commerce?
5. Write about Digital Economy.
6. Write about the design structure of HTML page.
7. Write about variables in PHP.
8. Write about Word press dash board.

Section – B

Answer all the questions. 5 X 10 = 50M

9. a) Explain about EDI importance, features & benefits of E-Commerce.
(or)
b) Write about Impacts, Challenges and Limitations of E-Commerce.
10. a) Explain about the Business models of E-Commerce.
(or)
b) Explain about Architectural framework of Electronic Commerce.
- 11 a) Write about EDI Communication, Implementation and Agreements.
(or)
b) Explain about E-Commerce payment system.
- 12 a) Explain about validation in java script with example.
(or)
b) Explain about A web site evaluation model.
- 13 a) Explain about adding photos, editing an existing post in word press..
(or)
b) Explain the usage of E-Commerce plug-in with example.