



**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
*Autonomous*  
Siddhartha Nagar, Vijayawada-520010  
*Re-accredited at 'A+' by the NAAC*

<b>Course Code</b>				<b>23CAMAL231</b>			
<b>Title of the Course</b>				<b>E Commerce and Web Designing</b>			
<b>Offered to: (Programme/s)</b>				<b>B. Com HONS (C A)</b>			
<b>L</b>	<b>4</b>	<b>T</b>	<b>0</b>	<b>P</b>	<b>2</b>	<b>C</b>	<b>3</b>
<b>Year of Introduction:</b>		<b>2024-25</b>		<b>Semester:</b>		<b>3</b>	
<b>Course Category:</b>		<b>Major Theory</b>		<b>Course Relates to:</b>		<b>Global/ National/ Regional/ Local</b>	
<b>Year of Revision:</b>				<b>Percentage:</b>			
<b>Type of the Course:</b>				<b>Skill Development / Employability</b>			
<b>Crosscutting Issues of the Course:</b>							
<b>Pre-requisites, if any</b>				<b>Basic Computer Knowledge</b>			

**Course Description:**

The Objective of E-Commerce revolve around leveraging digital platforms to achieve various business goals. Here are some key objectives. E-commerce aims to boost sales by providing a convenient and accessible platform for customers to browse, choose, and purchase products or services online. The objective is to overcome geographical limitations and reach a global audience. E-commerce allows businesses to transcend borders and cater to customers worldwide.

E-commerce seeks to reduce operational costs associated with traditional brick-and-mortar stores, such as rent, utilities, and staffing. It aims for efficient and streamlined processes. E-commerce platforms are designed to operate 24/7, providing customers with the flexibility to shop at any time. The goal is to eliminate time constraints and cater to diverse time zones.

**Course Aims and Objectives:**

<b>S.NO</b>	<b>COURSE OBJECTIVES</b>
<b>1</b>	Acquire basic knowledge of fundamental concept of E-commerce & Web Designing.
<b>2</b>	Impact the basic concepts of B2c-Business, B2c Software Systems.
<b>3</b>	Understand the concepts Foundations of Risk Management, Compliance Management.
<b>4</b>	Understand about Introduction to Web Programming.
<b>5</b>	Understand about Introduction to CSS Overview

**Course Outcomes**

At the end of the course, the student will be able to...

CO NO	COURSE OUTCOME	BTL	PO	PSO
CO1	Gain the knowledge in-depth training in use of E-commerce & Web Designing.	K1	1,2	
CO2	Understand the concepts of B2c-Business, B2c Software Systems.	K2	1,2	
CO3	Understand the acquire basic knowledge in the Risk Management, Compliance Management.	K2	1,2	
CO4	Apply the Web Programming, especially HTML	K3	1,2	
CO5	Analysing the concepts of CSS overview and CSS rules.	K4	1,2	

CO-PO MATRIX									
CO NO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3							
CO2	2	3							
CO3	2	3							
CO4	2	3							
CO5	2	3							

High , Medium , Low 3, 2, 1

**Course Structure:**

**Unit – 1: [Basics and Definitions]**

(12Hrs)

Definition, E-Commerce with 5-C Model, Additional Terms, Business Models Related to E-Commerce. Advantages and Disadvantages, Web 2.0, Technical and Economic Challenges. Frameworks and Architectures: Actors and Stakeholders, Fundamental Sales Process and His 7+1 Process Steps Work, Technological Elements, Typical Applications.

**Description:** E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the internet. It encompasses a wide range of online business activities, including.

**Learning Outcome:** The student should learn E-Commerce with 5-C Model.

**Example:** Amazon is one of the largest and most well-known e-commerce platforms in the world. It provides a vast marketplace where consumers can purchase a wide range of products, from books and electronics to clothing and household goods.

**Exercise 1:** Create a web page to display a hyperlink which when clicked directs you to Amazon website.

**Exercise 2:** Create a web page to demonstrate your college name aligned with the logo of your college.

**Exercise 3:** Create a web page to demonstrate definition lists taking various applications of ecommerce as an example.

**Web links:** [https://onlinecourses.swayam2.ac.in/nou21\\_cm14/preview](https://onlinecourses.swayam2.ac.in/nou21_cm14/preview)

**Unit – 2: B2C Business:**

(12Hrs)

B2c Basics, B2c-Business and CRM, B2c Software Systems, Customer Relationship Management (CRM) B2B Business: B2b Basics, Differences Between B2b And B2c, B2b Software Systems. Supply Chain Management.

**Description** B2C, or Business-to-Consumer, refers to the transactions and interactions that occur directly between businesses and individual consumers. In a B2C model, companies sell products or services directly to end-users rather than to other businesses. This is the most common model for retail, e-commerce, and various service industries.

**Learning Outcome:** The student should learn B2c-Business and CRM, B2c Software Systems.

**Example:** A real-time example of a B2C (Business-to-Consumer) business is Apple. Apple sells its products, such as iPhones, iPads, MacBooks, and accessories, directly to consumers through its physical Apple Stores and its online Apple Store.

**Exercise 1:** Create a web page which asks for mode of payment which includes the options: Credit card/Debit card/Online transfer (use radio buttons)

**Exercise 2:** Create a web page which asks the user to enter his credit card details. Use textboxes, drop down buttons.

**Exercise 3:** Create a web page to display definition list which defines the terms: B2B, B2C, C2B, C2C.

**Web links:**

[https://onlinecourses.swayam2.ac.in/nou21\\_cm14/preview](https://onlinecourses.swayam2.ac.in/nou21_cm14/preview)

**Unit – 3: Security & Compliance Management:** Foundations of Risk Management, Compliance Management, Information Security Management (ISM), Technology.

**Electronic Payment:** Business and Money, the Payment Challenge, Receivables Management, Cyber Money.

**Description:** Refers to the processes and technologies that organizations use to protect their information systems and ensure adherence to regulatory and industry standards. This encompasses a broad range of activities designed to safeguard data, maintain system integrity, and manage risk.

**Learning Outcome:** The student should learn Risk Management, Compliance Management, Information Security Management (ISM), Technology.

**Example:** Security and compliance management is Microsoft Azure Security Center.

**Exercise 1:** Create a web page which displays four buttons containing text B2B, B2C, C2B, C2C. Also, when a button is clicked details about the clicked subject should appear on a separate page.

**Exercise 2:** Create a web page which asks for mode of payment which includes the options: Credit card/Debit card/Online transfer (use radio buttons).

**Exercise 3:** Create a web page to scroll the text “E-Commerce” for exactly 5 times from left to right of the screen.

**Web links:**

[https://onlinecourses.swayam2.ac.in/nou21\\_cm14/preview](https://onlinecourses.swayam2.ac.in/nou21_cm14/preview)

**Unit 4: Introduction to Web Programming:** Introduction, creating website, (12Hrs)  
HTML tags, HTML Elements, HTML attributes, CSS Preview, History of HTML, Differences between old HTML and HTML5, how to check your HTML code

**Coding Standards, Block Elements:**

HTML coding conventions, Comments, HTML Elements, Should Describe Web Page Content Accurately, Content Model Categories, Block Elements, block quote Element, Whitespace Collapsing, pre-Element, Phrasing Elements, Editing Elements, q and cite Elements, dfn, abbr, and time Elements, Code-Related Elements, br and wbr Elements.

**Text Elements, and Character References:** sup, sub, s, mark, and small Elements, strong, em, b, u, and i Elements, span Element, Character References, Web Page with Character References, and Phrasing Elements.

**Description:** The foundational concepts and technologies used to create and manage websites and web applications. This field involves a combination of languages, tools, and practices that enable developers to build interactive and dynamic web experiences.

**Learning Outcome:** The student should learn Risk Management, Compliance Management, Information Security Management (ISM), Technology.

**Example:** An introduction to web programming could be creating a simple personal portfolio website.

**Exercise 1:** Create a web page to insert an image which when clicked redirects you to your college website.

**Exercise 2:** Create a web page to display the name of your college in h6 size with blue as font color and background color yellow separated by a thick line and below which a paragraph about the facilities offered by your college is described.

**Exercise 3:** Create a web page to demonstrate a pull-down menu. The menu should contain the list of your favorite south Indian dishes.

**Web links:**

[https://onlinecourses.swayam2.ac.in/nou21\\_cm14/preview](https://onlinecourses.swayam2.ac.in/nou21_cm14/preview)

(12Hrs)

**Unit – 5: Cascading Style Sheet (CSS):** CSS Overview, CSS Rules, Example with Type Selectors and the Universal Selector, CSS Syntax and Style, Class Selectors, ID Selectors, span and div Elements, Cascading, style Attribute, style Container, External CSS Files, CSS Properties, Color Properties, RGB Values for Color, Opacity Values for Color, HSL and HSLA Values for Color, Font Properties, line-height Property, Text Properties, Border Properties, Element Box, padding Property, margin Property.

**Description:** Cascading Style Sheets (CSS) is a stylesheet language used to describe the presentation of a document written in HTML or XML. CSS allows you to control the layout, colors, fonts, and overall visual appearance of web pages.

**Learning Outcome:** CSS effectively equips you with the skills to style and layout web pages with precision and creativity.

**Example:** CSS would be applied to enhance the visual appeal of product pages, making them more attractive and functional for users.

**Exercise 1:** Create a web page with name of your college as text. The text should scroll, alternate and slide.

**Exercise 2:** Create a web page to display an image surrounded by text on all the four sides.

**Exercise 3:** Create a web page to display 3 images which are aligned left, right and center respectively.

**Web links:**

[https://onlinecourses.swayam2.ac.in/nou21\\_cm14/preview](https://onlinecourses.swayam2.ac.in/nou21_cm14/preview)

**Text Books:**

1. Introduction to E-Commerce: Combining Business and Information Technology By Martin Kutz.
2. Lallana, Quimbo, Andam, 4. Cf. Ravi Kalakota and Andrew B. Whinston, Electronic Commerce: A Manager's Guide (USA: Addison Wesley Longman, Inc., 1997), 19-20.

**References:**

1. Web Programming with HTML5, CSS and JavaScript, John Dean, Jones & Bartlett Learning
2. HTML & CSS: The Complete Reference, 5th Edition, Thomas. A. Powell.

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**SEMESTER -END MODEL QUESTION PAPER**

<b>Course Code &amp; Title of the Course:</b>	<b>23CAMAL231 : E Commerce &amp; Web designing</b>
<b>Offered to:</b>	<b>B. Com C. A</b>
<b>Category: Major</b>	<b>SEMESTER: 3</b>
<b>Max. Marks</b>	<b>70</b>
<b>Max.Time</b>	<b>3 Hrs</b>

**Section A: Short Answer Questions**

**Answer All questions.**

**Each question carries 4 Marks.**

**Marks: 20**

- 1 (a) Describe E-Commerce with 5-C Model. K1  
OR  
(b) Describe the concept of Web 2.0. K1
- 2 (a) Interpret B2c Software Systems. K2  
OR  
(b) Distinguish Between B2b And B2c. K2
- 3 (a) Illustrated the concept of Compliance Management. K3  
OR  
(b) Demonstrate Information Security Management (Ism). K3
- 4 (a) Illustrated the concept of HTML Elements K3  
OR  
(b) Elaborate old HTML and HTML5 K2
- 5 (a) Describe the CSS Rules. K1  
OR  
(b) Describe the concept of Class Selectors K1

**Section B: Long Answer Questions**

**Answer All questions.**

**Each question carries 10 Marks.**

**Marks: 50**

- 6 (a) Explain about Business Models Related to E-Commerce. K1  
OR  
(b) What is the Fundamental Sales Process and His 7+1 Process Steps Work? K1
- 7 (a) Explain the concept of Supply Chain Management K1  
OR  
(b) What is the Customer Relationship Management (CRM). K2
- 8 (a) Illustrate the concept of Foundations of Risk Management K3  
OR  
(b) Describe the Payment Procedures and Cyber Money. K1
- 9 (a) Describe the HTML tags, HTML Elements, HTML attributes. K1  
OR  
(b) Describe the Web Page with Character References, and Phrasing Elements. K1
- 10 (a) Explain the concept of CSS Syntax and Style. K1  
OR  
(b) Describe the Border Properties, Element Box, padding Property, margin Property. K4