

I B.Com CA – Semester - II
Course 2C: E-Commerce and Web Designing

Unit-I:

Introduction to E-Commerce - Definition, Advantages and disadvantages of E-Commerce, E-Commerce framework, Anatomy of E-Commerce Applications-Multimedia content for E-Commerce applications, Multimedia servers & E-Commerce Applications, Client-Server Architecture in E-Commerce, Business models in E-Commerce.

Unit-II:

Electronic Payment Systems- Introduction, Advantages of E-payment system, Digital tokens, Smart cards, Credit cards, Risks in E-payment system. Introduction to EDI- benefits of EDI, EDI implementation, Value Added Networks.

Unit-III:

Introduction to markup languages – HTML, XML, and DHTML, - HTML basics-Structure of HTML document, Body tag attributes, Heading tags, semantic and syntactic style tags, Anchor tag, Font tag, Image tag and its attributes.

Unit-IV:

Advanced HTML: List tags, table tags, frame tags, form tag and its attributes, form input types- Introduction to CSS – Advantages, CSS syntax, CSS rules, CSS selectors, Types of style sheets, Layers, creating a new style sheet.

Unit-V:

Introduction to Scripting Languages: Javascript – Introduction, difference between java and javascript, variables & literals, datatypes, operators, Control structures, Functions, Using javascript in HTML, Java Script events, Javascript built-in objects, Document Object Model.

Reference books:

- 1. E-Commerce – An Indian perspective-6th Edition by P.T.Joseph S.J, PHI Publishers.**
- 2. Sams Teach Yourself HTML, CSS And JavaScript All In One Paperback – 1, Pearson Education of India.**

Practicals:

- 1. Exercises in HTML – Creating web pages using list tags, table tags, frame tags and form tags.**
- 2. Designing web pages using CSS**
- 3. Simple Javascript examples.**
- 4. HTML and Javascript examples**
- 5. Design of a simple website.**

Common for B.Com(CA,Digital Marketing), B.Sc (CA), B.A(CA) Syllabus Rayalaseema University, Kurnool with effect from 2020-2021