

# ACHARYA NAGARJUNA UNIVERSITY-GUNTUR

Structure of B.Com (Computer Applications) Programme under Revised CBCS  
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

**I Year B Com (CA), Semester- II**

**Discipline: COMPUTER APPLICATIONS**  
**COURSE 2C: E-COMMERCE & WEB DESIGNING**

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## Unit I: Introduction:

Introduction to Internet: Internet Terminology – History of the Internet – Advantages & disadvantages of Internet – How internet works

**Electronic Commerce:** Definition, types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic Market-Online shopping, Three models of Electronic Market - E-Business.

## Unit-II: 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), Risks Involved in e-payments.

## Unit-III: On-line Business Transactions:

Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E-Commerce Applications in Various Industries Like (Banking, Insurance, Payment of Bills), Benefits, Problems and Features, Online Services (Financial, Travel and Career), Online Learning, Online Shopping (Amazon, Flipkart, etc.)

## Unit-IV: Website Designing

**Introduction to HTML:** Basic HTML – HTML document structure – HTML tags – Basefont tag – title tag – body tag – Horizontal Rule Tag - Text formatting tags – Character tags, **HTML Lists :** Ordered List , Unordered List & Definition List – Using colors – Using Images

## Unit V: Website Designing:

**Hyperlinks:** Textual links, Graphical links, types of document links, anchor tag **HTML Tables –** table creations tags, Nested Tables, **Frames:** Frame introduction - frame creation tags – Nested Frames.

## Learning Resources (Course 2C: E-commerce & Web Designing)

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### **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, McGrawHill

### **Online Resources:**

<http://www.kartrocket.com>

<http://www.e-commerceceo.com>

<http://www.fastspring.com>

<https://teamtreehouse.com/tracks/web-design>

### **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)

### **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)
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity)
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity)

### **GENERAL**

Group Discussion

Visit to Software Technology parks / industries

### **RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Coding exercises,
4. Practical assignments and laboratory reports,

5. Observation of practical skills,
6. Individual and group project reports,
7. Efficient delivery using seminar presentations,
8. Viva voce interviews.
9. Computerized adaptive testing, literature surveys and evaluations,
10. Peers and self-assessment, outputs form individual and collaborative work

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1. Creation of simple web page using formatting tags
2. Creation of lists and
3. Creation of web page with text tags
4. Creation of tables with attributes
5. Creation of hyperlinks
6. Creation of hyperlinks and including images
7. Creation of forms
8. Creation of framesets