



Bachelor of Commerce(B.Com.)
Semester –III

Course Code Multi-Disciplinary	UB03MDCOM03	Title of the Course	Computer Application In Business-III
Total Credits of the Course	04	Hours per Week	02(Theory) + 02(Practical per week per batch)

Course Objectives	<ul style="list-style-type: none">• To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.• Overview of E-commerce• Design and Develop a Web Page using HTML.
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Course Content		
Unit	Description	Weightage (%)
1.	<p>E-commerce Overview:</p> <ul style="list-style-type: none">• Features, What is E-Commerce, Traditional v/s E-Commerce, History of E-Commerce, Benefits and Limitation of E-Commerce, Features of E-commerce Technology, Driving forces of E-Commerce, Impact of E-Commerce, How E-Commerce works? <p>E-Commerce Advantages:</p> <ul style="list-style-type: none">• Advantages to Organizations• Advantages to Customers• Advantages to Society <p>E-Commerce Disadvantages:</p> <ul style="list-style-type: none">• Technical Disadvantages• Non-Technical Disadvantages	25 %
2.	<p>E-Commerce Business Models:</p> <ul style="list-style-type: none">• Business - to - Business• Business - to - Consumer• Consumer - to - Consumer• Consumer - to - Business• Business - to - Government• Government - to - Business• Government - to - Citizen• Business-to-Business-to-Consumer (B2B2C)• Business-to-Employees (B2E)	25 %





3.	<p>HTML – Introduction :</p> <ul style="list-style-type: none"> History, Uses of HTML, HTML and Tag, Importance point of HTML Tag, Structure of HTML document, HTML Tag rules, Basic HTML Document, The <!DOCTYPE> Declaration <p>HTML – BASIC TAGS</p> <ul style="list-style-type: none"> Heading Tags, Paragraph Tag ,Line Break Tag, Centering Content, Horizontal Lines, Preserve Formatting <pre> , Nonbreaking Spaces (&nbsp;) <p>HTML – BASIC FORMATTING TAGS</p> <ul style="list-style-type: none"> Bold Text Italic Text, Underlined Text, Strike Text, Monospaced Font, Superscript Text, Subscript Text Inserted Text , Deleted Text, Larger Text, Smaller Text, HTML – FONTS , Font Size , Font Face , Font Color 	25 %
4.	<p>HTML – TAGS</p> <ul style="list-style-type: none"> HTML – MARQUEES , The <marquee> Tag Attributes HTML – COMMENTS , Using Comment Tag HTML – IMAGES , Insert Image, Set Image Location, Set Image Width/Height, Set Image Border, Set Image Alignment HTML LINKS - Anchor tag , Text Links , Image Links , E-mail Links (Email Tag) Introduction to List and Table. 	25 %

Teaching-Learning Methodology	<p>Theory (50%) + Practical (50%) Practicals : Practical are based on above Units.(Weightage 50%) – Two Practical periods per week per batch. Multiple teaching approaches: Lectures and discussion, exploration and inquiry, cooperative group work, demonstration and presentation. Traditional classroom teaching as well as online/ICT based teaching practices. Hands on training through required ICT tools.</p>
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Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)





Course Outcomes	
1.	E-Commerce features, difference between traditional and E-Commerce, Technical and Non Technical advantages and disadvantages over traditional commerce and business, Basics of E-Commerce & it's impacts over Stakeholders
2.	Various E-Commerce models.
3.	Creating webpages using HTML
4.	Developing attractive professional webpage using formatting tags, image, List & Table.

Suggested References	
Sr. No.	References
1	E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
2	E-Commerce Concept Model And Strategy, C.S.V. Murthy, Himaliya Publishing
3	E-Commerce, Jibitesh Mishra, Macmillan Publishers India
4	Word Wide Web design with HTML, by C. Xavier, TMH Publication.
5	Html_tutorial-Tutorial point-PDF

On-line resources to be used if available as reference material
On-line Resources:
https://youtu.be/Zzs6kLlkAUQ (What is E-Commerce)
https://www.youtube.com/watch?v=-G57Z49axt8
https://www.tutorialspoint.com/e_commerce/e_commerce_business_models.htm
https://youtu.be/v0mfGrQ40QI (E-Commerce Business Model)
https://www.w3schools.com/html/
https://www.youtube.com/watch?v=qz0aGYrrlhU
https://www.youtube.com/watch?v=HcOc7P5BMi4
https://www.youtube.com/watch?v=ohpY8MEYvrc (Anchor)
https://www.youtube.com/watch?v=SVkccLycP4k (SRC)





SWAYAM- https://onlinecourses.swayam2.ac.in/nou24_cm18/preview

SWAYAM- https://onlinecourses.swayam2.ac.in/aic20_sp11/preview

