

**SARDAR PATEL UNIVERSITY**  
**Programme: B.Com. Semester: V**  
**Syllabus with effect from: June-2020**  
 Third Year B.Com.  
 Semester- V

**Computer Application-IX**

**Paper Code:** UB05DCOM33

**Total Credit:** 3

**Title of Paper: Fundamental of E-Commerce & HTML-I**

Weightage of Marks: Theory (50%) + Practical (50%)

**Objectives:**

- i. To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.
- ii. To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.
- iii. Understanding of basic business management concepts as well as basic technical concepts relating to E-Commerce.
- iv. Design and Develop a Web Page using HTML.
- v. Link Pages so that they create a Web Site.
- vi. Design and develop a Web Site using Test, image, Links, list and tables for navigation and layout.
- vii. Have Hands –on knowledge in developing simple and Comprehensive Internet Web sites.
- viii. Be able to plan, Design and develop web sites.
- ix. Acquire creative skill in Deign, Layout and interactivity of Web Pages.
- x. Understand Fundamental trends of Technological Evolution of Web Pages.

Unit	Description in Detail	Weightage (%)
I	<p><b>E-commerce Overview:</b></p> <ul style="list-style-type: none"> <li>• 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?</li> </ul> <p><b>E-Commerce Advantages:</b></p> <ul style="list-style-type: none"> <li>• Advantages to Organizations</li> <li>• Advantages to Customers</li> <li>• Advantages to Society</li> </ul> <p><b>E-Commerce Disadvantages:</b></p> <ul style="list-style-type: none"> <li>• Technical Disadvantages</li> <li>• Non-Technical Disadvantages</li> </ul>	25%



II	<p><b>E-Commerce Business Models:</b></p> <ul style="list-style-type: none"> <li>• Business - to - Business</li> <li>• Business - to - Consumer</li> <li>• Consumer - to - Consumer</li> <li>• Consumer - to - Business</li> <li>• Business - to - Government</li> <li>• Government - to - Business</li> <li>• Government - to - Citizen</li> <li>• Business-to-Business-to-Consumer (B2B2C)</li> <li>• Business-to-Employees (B2E)</li> </ul>	25%
III	<p><b>HTML – Introduction :</b></p> <ul style="list-style-type: none"> <li>• History, Uses of HTML, HTML and Tag, Importance point of HTML Tag, Structure of HTML document, HTML Tag rules, Basic HTML Document, The &lt;!DOCTYPE&gt; Declaration</li> </ul> <p><b>HTML – BASIC TAGS</b></p> <ul style="list-style-type: none"> <li>• Heading Tags, Paragraph Tag ,Line Break Tag, Centering Content, Horizontal Lines, Preserve Formatting &lt;pre&gt; , Nonbreaking Spaces (&amp;nbsp;)</li> </ul> <p><b>HTML – BASIC FORMATTING TAGS</b></p> <ul style="list-style-type: none"> <li>• Bold Text Italic Text, Underlined Text, Strike Text, Monospaced Font, Superscript Text, Subscript Text Inserted Text , Deleted Text, Larger Text, Smaller Text,</li> <li>• HTML – FONTS , Font Size , Font Face , Font Color</li> </ul>	25%
IV	<p><b>HTML – TAGS</b></p> <ul style="list-style-type: none"> <li>• HTML – MARQUEES , The &lt;marquee&gt; Tag Attributes</li> <li>• HTML – COMMENTS , Using Comment Tag</li> <li>• HTML – IMAGES , Insert Image, Set Image Location, Set Image Width/Height, Set Image Border, Set Image Alignment</li> <li>• HTML LINKS - Anchor tag &lt;/a&gt; , Text Links , Image Links , E-mail Links (Email Tag)</li> <li>• Adding Multimedia objects in HTML documents – Adding background sound using &lt;BGSOUND&gt; , Linking external sound using Anchor tag</li> </ul>	25%

**Practicals:** Practical are based on above Units. (Weightage 50%) – Two Practical periods per week per batch

**Reference Books/ Suggested Readings:**

- E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
- E-Commerce Business technology society-kenneth c. Laudon.carol guercio Traver-Pearson
- E-Business- Introduction to E-Business Management and starategy..
- Internet Technology and web Design, ISRD Group, TMH Publication
- Internet and web Design, Doeacc “O” level , Firewell Media.
- Designing Interactive Website, by james L Mohler & jon M Duff, CENGAGE
- Word Wide Web design with HTML, by C. Xavier, TMH Publication.
- Html\_tutorial-Tutorial point-PDF

