



PG WING OF SBRR MAHAJANA FIRST GRADE COLLEGE [AUTONOMOUS]

Accredited by NAAC with 'A' grade

Pooja Bhagavat Memorial Mahajana Education Centre

Affiliated to University of Mysore

DEPARTMENT OF STUDIES IN COMMERCE

Certificate and Diploma in E – Commerce

STRUCTURE AND SYLLABUS

JUNE/JULY 2019

I SEMESTER

Paper -1 Introduction to E-COMMERCE

Credit Pattern: 4:1:0

Objective: The objective of this course is enable students to gain knowledge about e-commerce & its various components.

Unit-I : Introduction to E-Commerce-Meaning and concept of Electronic commerce, Significance of Electronic Commerce, Scope of E – Commerce, Functions of Electronic Commerce, Electronic Commerce Application, Advantages and disadvantages of E-Commerce, Electronic Commerce V/S Traditional Commerce, Prospectus of Electronic Commerce in India.

Unit-II: Electronic Commerce Models- The birth of Portals, Major Modes found in E-Commerce, Matrix of E-Commerce Models, E -business Models, Business-to-Customer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Consumer to Business (C2B).case study.

UNIT – III Electronic Payment System – Modern Payment System – PC Banking – Credit Cards – e-Cheques – Micro Payments – Smart Cards – E-Cash – Traditional Payment System – Payment Security. Steps for electronic payment, payment security, Net Banking

UNIT – IV: E-Commerce – Problems and Prospects in India – Introduction, Barriers to e-commerce, Future of E-Commerce. Security & Legal Issues, Computer security classification; E-Commerce threats; Security of Clients and sever. Case study

UNIT – V:Legal and Regulatory Framework of E-Commerce – Cyber laws – aims and salient provisions, cyber law in India and their limitations, taxation issues in E-Commerce – laws for E-commerce in India.

Books Recommended-

1. Agrawal K.N. &DeekshaAgrawal : Business on the Net; What's &How's of E-Commerce- Macmillan New Delhi.
2. E-Commerce: Concepts, Models, Strategies C.S.V. Murthy, Himalaya Publishing House.
3. Electronic Commerce- By Bharat Bhaskar, Tata McGraw Hill Publication, New Delhi.
4. ParagDiwan& Sunil Sharma : E-Commerce-A Manager's Guide to E-Business; Excel Books, New Delhi..
5. Minoli and Minal : Web Commerce Technology Books- Tata McGraw Hill, New Delhi.

II SEMESTER

Paper 2

World Wide Web and HTML

Credit Pattern:3:0:2

Course Objectives:

- Students will be able to use a variety of strategies and tools to create websites.
- Students will develop awareness and appreciation of the myriad ways that people access the web and will be able to create standards-based websites that are accessible and usable by a full spectrum of users.

Unit I: Introduction to internet and its applications, E-mail, telnet, FTP, video conferencing, e-business. Internet service providers, domain name server, internet address. Introduction to Web Technologies, Careers in Web Technologies and Job Roles, How the Website Works? Client and Server Scripting Languages, Domains and Hosting, Responsive Web Designing, Types of Websites (Static and Dynamic Websites) , Web Standards and W3C recommendations.

Unit II: What is Markup Language, Basic Structure of HTML, Difference Between HTML and XHTML, Head Section and Elements of Head Section, Meta Tags, CSS Tags, Script Tag, Table Tag, Div Tag, Header Tags, Paragraph, Span, Pre Tags, Anchor Links and Named Anchors, Image Tag, Object Tag, Iframe Tag, Forms, Form Tag, Attributes of Form, POST and GET Method, Fieldset and Legend, Text input, Text area, Checkbox and Radio Button , Dropdown, List and Optgroup, File Upload and Hidden Fields, Submit, Image, Normal, Reset Button, Creating a Live Website Form, HTML Validators.

Unit III: Introduction to Cascading Style Sheets, Color in CSS, Typography in CSS, The Box Model in CSS, The Role of ID and Class in CSS, Page Layout Techniques.

Unit IV: XML: Extensible Markup Language (XML): Introduction-Using User-Defined Tags in Web Pages, Displaying XML Contents, XML DTD.

Unit V: Web Publishing or Hosting- Creating the Website, Saving the Site, working on the Web Site, Creating Website Structure, Creating Titles for Web Pages, Themes-Publishing Web Sites.

References:

1. Internet for Everyone by Alexis Leon and Mathews Leon; Vikas Publishing House Pvt. Ltd., New Delhi.
2. Web Technologies, Uttam K. Roy ,Oxford University Press, USA.
3. HTML, XHTML, and CSS Bible, Steven M. Schafer, Wiley India.

III SEMESTER

Paper 3

E- CRM and Branding

Credit Pattern: 4:1:0

Unit I: E- Customer Relationship Management: Introduction to CRM, definition, Marketing Automation, Enterprise Customer Management- Processes- Component of CRM - **Electronic - CRM** – Introduction, need for Electronic CRM, CRM's goal. E-CRM Architecture, E-CRM market in India.

Unit II: Supply Chain Management: Supply Chain Management (SCM); Goals of SCM; Functions of SCM; Strategies of SCM; Electronic SCM and its benefits; Components of Electronic SCM; Electronic Logistics and its Implementation.

Unit III:.E-Security: Security on the Internet; Network and Website Security Risks – Denial-of-Service attacks, Viruses, Unauthorized access to a computer network; Vulnerability of Internet Sites; Network and Website Security – Transaction security and data protection, Security audits and penetration testing; E-Business Risk Management Issues; Firewall – Network policy, Advanced authentication mechanism, Packet filtering, Application gateways; Defining Enterprise Wide Security Framework.

Unit IV: Impact of Advertising : advertising agency roles, relationship with clients, advertising department; measuring advertising effectiveness; Understanding Social Media Marketing Social Networking (Facebook, LinkedIn, Twitter, etc.), Social Media (Blogging, Video Sharing, YouTube, Photo sharing – Instagram, Podcasts).

Unit V: Branding – Introduction to Brands: Products v/s Brands, Anatomy of a Brand, Overview of brand building process Customers and Brands: Understanding brands from the customer's perspective, Brand Positioning Brand Identity: Brand Essence, Brand Personality, Brand Customer Relationships etc. Articulating the Brand Identity: Logos, Mascots, Taglines, Packaging etc. Brand Equity: Development and Measurement.

.References:

1. Marketing Management: An Asian Perspective: Philip Kotler et al. Prentice Hall India, New Delhi 1999.
2. E-Commerce: Concepts, Models, Strategies C.S.V. Murthy, Himalaya Publishing House.
3. Customer Relationship Management, Jagdish Sheth & G. Shainesh
4. CRM : Emerging Concepts, Tools and Applications : Jagdish Seth & Parvatiyar
5. CRM Essentials, J W Gosney.

IV SEMESTER

Paper – 4 Visual Programming

Credit Pattern:3:0:2

Course objectives:

1. To understand the concepts of windows Programming.
2. To develop applications using Visual Basic.

Unit - I: Introduction to Visual Basic – GUI – Integrated Development Environment – Introduction to forms, Common Properties, Methods and Events – Introduction to Visual Basic Programming – Variables, Constants and Operators. Intrinsic Controls: Pointer, Label, Frame, Command button, Option button, Check box, Combo box, HScrollbar, Timer, Dir List box, shape, Image, Picture box, Text box, VS scrollbar, Drive list box, File list box, Line controls – OLE Adding new controls to the form.

Unit – II: Control structures: If/Then, If/Then/Else, Select case- Looping structure: Do..While, Do. Until, For..Next. Arrays – Multidimensional array- control arrays – Sub procedures and function procedures – Strings, dates and Times.

Unit - III: Enterprise controls: Menu editor – SDI and MDI forms – Introduction to database: Visual database Tools – Creating tables in access – data bound controls – DAO, RDO, ADO – validating data.

UNIT IV: Accessing Database File: Using the Data Control ,setting its property, Using Data Control with forms, navigating the database in code (the recordset object using the movenext, moveprevious, move first& movelast methods , checking for BOF & EOF, using listboxes & comboboxes as data bound controls, updating a database file (adding, deleting records)

Unit V: Advanced data handling Displaying data in grids (grid control, properties of grid) , displaying the record no & record count, opening the database, validation & error trappings (locking text boxes, trap errors with On Error, file open errors) , Recorded , searching for a specific record (findfirst, find next, findlast, findprevious,) , seek method, working with database fields, creating a new dynaset.

References:

1. Visual Basic 6 Black book.
2. Beginning Visual Basic 2012- Bryan Newsome, Wiley Publications.