Subject: Computer Science **Semester: II**
Course Title: E-commerce & **Course Code: 20CSCCWD23**
              Web Designing
No. of Hours: 45   **LTP: 300**   **Credits:3**

Objectives

- To understand the foundation and importance of e–commerce.
- To analyze the impact of e- commerce on business model and strategy.
- To learn the language of the web: HTML and CSS.

Course Outcomes

CO1: Explain the foundations and importance of e-commerce.
CO2: Describe the process of the e-payment system.
CO3: Differentiate the various types of online business transactions.
CO4: Apply web designing concepts to create web pages.
CO5: Explain security issues and countermeasures in e-commerce.

UNIT-I   (9 Hrs.)

Introduction: Meaning, Nature, Concepts, Advantages, Disadvantages and reasons for Transacting Online, Types of E -Commerce, e- commerce Business Models (Introduction , Key Elements of a Business Model And Categorizing Major E-Commerce Business Models).

Technology used in E-commerce: The dynamics of World Wide Web and Internet (Meaning, Evolution and Features); Designing, Building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing Vs. in-house development of a website)

UNIT-II   (9 Hrs.)

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, Electronic Fund Transfer, Automated Clearing House, Automated Ledger Posting), Risks Involved in e-payments.

UNIT-III   (9 Hrs.)
On-line Business Transactions:

Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E- Commerce Applications in Various Industries Like {Banking, Insurance, Payment of Utility Bills,Online Marketing, E - Tailing (Popularity, Benefits, problems and Features)Online Services (Financial,Travel and Career),Auctions, Online Portal, Online Learning, Publishing and Entertainment Online Shopping (Amazon, Snap Deal, Alibaba, Flipkart, etc.)

UNIT-IV   (9 Hrs.)
Website designing:

Designing a home page, HTML document, Anchor tag Hyperlinks, Head and body section, Header Section, Title, Prologue, Links, Colorful Pages, Comment, Body Section, Heading Horizontal Ruler, Paragraph, Tabs, Images And Pictures, Lists and Their Types, Nested Lists, Table Handling.

Frames: Frameset Definition, Frame Definition, Nested Framesets, Forms and Form Elements.

DHTML and Style Sheets: Defining Styles, elements of Styles, linking a style sheet to a HTML Document, Inline Styles, External Style Sheets, Internal Style Sheets-Programming Exercises.

UNIT-V   (9 Hrs.)
Security and Encryption:

Need and Concepts, E-Commerce Security Environment: (Dimension, Definition and Scope Of E-Security), Security Threatsin the E - Commerce Environment (Security Intrusions And Breaches, Attacking Methods Like Hacking, Sniffing, Cyber-Vandalism Etc.), Technology Solutions (Encryption, Security Channels Of Communication, Protecting Networks And Protecting Servers And Clients)

Co-Curricular Activities
- Assignments on problem solving
- Student presentations and seminars
- Online quizzes

Prescribed Books
1. E-commerce and E-business, Himalaya publishers
2. E-Commerce by Kenneth C Laudon, PEARSON INDIA
3. Web Design: Introductory with Mind Tap Jennifer T Campbell, Cengage India

Reference Books

1. HTML & web design : tips& techniques - jamsa, kris, mcgraw hill
2. Fundamentals of Web Development by Randy Connolly, Ricardo Hoar, Pearson
3. HTML & CSS: complete reference powell, thomas, Mc Graw Hill

Online Resources

1. http://www.kartrocket.com
2. http://www.e-commerceceo.com
3. http://www.fastspring.com

Blueprint

Subject: Computer Science   Semester: II

Course Title: E-commerce &   Course Code: 20CSCCWD23
                    Web Designing

Time: 3Hrs.   Max.Marks:100

SECTION – A

Answer **ALL** questions   **20 x 1 = 20M**

Q. No.	UNIT	Marks Weightage	RBT LEVEL
1	I	1	
2	I	1	
3	II	1	
4	II	1	
5	III	1	**No. of questions to be set**
6	III	1	RBT1 – 8
7	IV	1	RBT2 – 8
8	IV	1	RBT3 – 2
9	V	1	RBT4 – 2
10	V	1	
11	I	1	
12	I	1	
13	II	1	
14	II	1	
15	III	1	
16	III	1	
17	IV	1	
18	IV	1	
19	V	1	
20	V	1	

SECTION – B

Answer any **FOUR** questions   **4 x 8 = 32M**

Q. No.	UNIT	Marks Weightage	RBT LEVEL
21	I	8	**No. of questions to be set**
22	II	8	RBT1 – 2
23	III	8	RBT2 – 2
24	IV	8	RBT3 – 1
25	V	8	RBT4 – 1
26	I / II / III / IV / V	8	

SECTION – C

Answer any **FOUR** questions   **4 x 12 = 48M**

Q. No.	UNIT	Marks Weightage	RBT LEVEL
27	I	12	**No. Of questions to be set**
28	II	12	RBT1 – 2
29	III	12	RBT2 – 2
30	IV	12	RBT3 – 1
31	V	12	RBT4 – 1
32	I / II / III / IV / V	12	

Subject: **Computer Science**   Semester: **II**
Course Title: **E-commerce &**   Course Code: **20CSCCWD23**
                   Web Designing
Time: **3Hrs.**   Max.Marks:100

SECTION – A

Answer **ALL** the questions   **20 X 1 = 20 M**

1. _____ is a function of E commerce.
   A. Marketing
   B. Supply Chain
   C. Finance
   D. All

2. _____ is a part of the 4 important types of E-commerce.
   A. B2B
   B. P2P
   C. C2A
   D. All

3. What is e-payment?
   A. Electronic payment for buying and selling through the internet
   B. Payment of online software
   C. Payment of online services
   D. None

4. What is the name for direct computer to computer transfer of transaction information contained in standard business documents?
   A. internet commerce
   B. e-commerce
   C. transaction information transfer
   D. electronic data interchange

5. _____ is a financial instrument which can be used more than once to borrow money or buy products and services on credit.
   A. Credit card
   B. E-cheques
   C. E-cash
   D. None

6. The most prevelant online payment method is _____.
   A. Paypal
   B. Checks
   C. Credit cards
   D. Debit

7. Which is not a function of E-commerce?
   A. Marketing
   B. Advertising
   C. Warehousing
   D. None
8. What are the attributes used to change the size of an image?
   A. Width and height
   B. Big and small
   C. Top and bottom
   D. None
9. The CSS inside HTML elements used alongside style attribute is called?
   A. Inline CSS
   B. Internal CSS
   C. External CSS
   D. None
10. The HTML attribute used to define the internal stylesheet is
    A. <style>
    B. Style
    C. <link>
    D. <script>
11. _____ tag is used to create a hyperlink in HTML.
12. E-Commerce stands for _____.
13. _____ is concerned with the buying and selling information, products and services over computer communication networks.
14. _____ is a person who breaks in or trespasses a computer system.
15. "Google is one of the most popular _____.
16. _____ is the payment facilitator through which customers shall make payments for their purchases.
17. What is the full form of UPI? _____
18. _____ type of e-commerce focuses on consumers dealing with each other.
19. Tag used to create an ordered list in HTML _____.
20. _____ tags is used to add a row to a table in HTML.

SECTION – B

Answer any **FOUR** questions   **4 x 8 = 32 M**
   21. What is E-Commerce? Explain in detail about positives and negatives.
   22. Explore different online services.
   23. What are the various payment gateways?
   24. Demonstrate internal CSS with example.
   25. Describe about E-commerce security environment.
   26. Create your college prospectus.

SECTION – C

Answer any **FOUR** questions   **4 x 12 = 48 M**

27. Explain in detail about different types of E-Commerce business models.
28. Discover different methods of e payments.
29. Describe about various e-commerce applications.
30. Write a HTML program to create your class timetable.
31. What are the security threats in E-commerce environment?
32. Write a HTML program to create different types of lists.