

B.Com CA, B.Com CA with Business Analytics, B.Sc CA & BA CA

SRI VENKATESWARA UNIVERSITY

**B.Com. Computer Applications & B.Com Computer Applications with Business Analytics, BA Computer Applications & B.Sc. Computer Applications
III Year – V Semester (Under CBCS W.E.F. 2020-21)**

**Course-6C: E– COMMERCE APPLICATION DEVELOPMENT
(Skill Enhancement Course (Elective), 5 credits)**

Learning Outcomes:

Upon successful completion of the course, a student will be able to:

1. To apply in an integrative and summative fashion the students' knowledge in all fields of business studies by drafting a website presence plan.
2. To understand the factors needed in order to be a successful in ecommerce
3. To gain the skills to bring together knowledge gathered about the different components of building a web presence
4. To critically think about problems and issues that might pop up during the establishment of the web presence
5. To apply Word Press as a content management system (CMS), Plan their website by choosing colour schemes, fonts, layouts, and more

Syllabus: (Total hours: 75 including Theory, Practical, Training, Unit tests etc.)

Unit-1: **(10h)**

- 1.1 Introduction to E– commerce:
- 1.2 Meaning and concept – E– commerce
- 1.3 E– commerce v/s Traditional Commerce
- 1.4 E– Business & E– Commerce – History of E– Commerce
- 1.5 EDI – Importance, features & benefits of E– Commerce
- 1.6 Impacts, Challenges & Limitations of E– Commerce

Unit-2: **(12h)**

- 2.1 Business models of E – Commerce: Business to Business
 - 2.1.2 Business to customers
 - 2.1.3 Customers to Customers
 - 2.1.4 Business to Government
 - 2.1.5 Business to Employee
- 2.2 Influencing factors of successful E– Commerce
- 2.3 Architectural framework of Electronic Commerce

Unit-3: **(12h)**

- 3.1 Electronic data Interchange
- 3.2 EDI Technology
- 3.3 EDI- Communications

- 3.4 EDI Agreements
- 3.5 E- Commerce payment system.
- 3.6 Digital Economy

Unit -4: **(13h)**

- 4.1 Java Script- Introduction, Control Structures
- 4.2 PHP- Introduction, Control Structures
- 4.3 The elements of e-commerce: Internet e-commerce security
- 4.4 A web site Evaluation Model

Unit-5: **(13h)**

- 5.1 Logging in to Your Word press Site
- 5.2 word press dash board
- 5.3 creating your first post
- 5.4 adding photos and images
- 5.5 creating hyper link
- 5.6 adding categories and tags

Textbooks:

1. Turban, Rainer, and Potter, Introduction to E-Commerce, second edition, 2003
2. H. M. Deitel, P. J. Deitel and T. R. Nieto, E-Business and E-Commerce: How to Programe, Prentice hall, 2001
3. WordPress All-in-One For Dummies -written by Lisa Sabin Wilson with contributions by Michael Torbert, Andrea Rennick, Cory Miller, and Kevin Palmer

Reference Books:

1. Elias. M. Awad, -Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley
3. <https://w3cschools.com>
4. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.

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)

A. 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))

B. General

1. Group Discussion
2. Others

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. Efficient delivery using seminar presentations,
4. Computerized adaptive testing, literature surveys and evaluations,
5. Peers and self-assessment, outputs form individual and collaborative work

Course-6C: E- Commerce Application Development; Lab (Practical) Syllabus (15 Hrs)

(Since, the proposed SECs are connected to Computer Programming/Software Tools and Skill enhancement, the students need to get exposure on the syllabus content by practicing on the computer even though there is no formal assignment of credits and laboratory hours for practical sessions. So, as part of the Co-curricular activities and continuous assessment, students should be engaged in practicing on computer for at least 15 hours per semester.)

Case study of e –commerce

1. Home page design of web site
2. Validation using PHP
3. Implement Catalogue design
4. Implement Access control mechanism(eg: username and password)
5. Case study on business model of online E-Commerce store

Note: The list of experiments need not be restricted to the above list. *Detailed list of Programming/software tool based exercises can be prepared by the concerned faculty members.*

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Course-6C: E- COMMERCE APPLICATION DEVELOPMENT

MODEL QUESTION PAPER

SECTION - A (Total 15 marks)

Answer any FIVE Questions 5×3 = 15 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION - B (Total 60 marks)

Answer any FIVE Questions 5×12 = 60 Marks

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

Note: Must Give Two 3 Marks Questions and Two 12 Marks Questions from each Unit.

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**Course-7C: REAL TIME GOVERNANCE SYSTEM (RTGS)
(Skill Enhancement Course (Elective), 5 credits)**

COURSE OUTCOMES:

Upon successful completion of this course, students will have the knowledge and skills to

1. Understand the terms regarding Governance, E-Governance and RTGS
2. Learn about E-Governance Infrastructure
3. Understand the E-Governance implementation in several countries
4. Understand the E-Governance implementation in several Indian states
5. Understand the applications of RTG

Syllabus: (Total hours: 75 including Theory, Practical, Training, Unit tests etc.)

UNIT 1: Introduction to E-Governance

12hrs

- Government, Governance and Good Governance
- What is E-Governance or Electronic Governance?
- E-Government and E-Governance: A conceptual Analysis
 - ❖ Objectives
 - ❖ Components
 - ❖ application domains
 - ❖ four phase model
 - ❖ implementing E-Governance
 - ❖ issues while implementing E-Governance
 - ❖ Opportunities and challenges
- Types of E-Governance
- What is Real-Time Governance (RTG)
- Real Time Governance Society (RTGS)

UNIT 2: E-Governance Infrastructure

14hrs

- Data Systems infrastructure
 - ❖ Executive Information Systems
 - ❖ Management Information Systems
 - ❖ Knowledge Management Systems

- ❖ Transaction Processing Systems
- Legal Infrastructural preparedness
 - ❖ IT Act 2000
 - ❖ Challenges to Indian law and cybercrime scenario in India
 - ❖ Amendments of the Indian IT Act
- Institutional Infrastructural preparedness
 - ❖ Internet
 - ❖ intranet
 - ❖ extranet
- Human Infrastructural preparedness
 - ❖ Top-level management
 - ❖ Middle-level management
 - ❖ Low-level management
- Technological Infrastructural preparedness
 - ❖ Information and communications technology
 - ❖ Data Warehousing
 - ❖ Cloud Computing

UNIT 3: E-Governance: Country Experience

12hrs

- INDIA
- US
- UK
- AUSTRALIA
- DUBAI

UNIT 4: E-Governance in India

12hrs

- Andhra Pradesh
- Karnataka
- Kerala
- Uttar Pradesh
- Madhya Pradesh
- West Bengal
- Gujarat

UNIT 5: Latest Applications in Real Time Governance

10hrs

- Agriculture
- Rural Development
- Health care
- Education
- Tourism
- Commerce and Trade

Textbooks:

1. E-Governance: concepts and case studies| CSR Prabhu| Prentice-Hall|
2. E-Governance| Niranjani, Sanhari Mishra | Himalaya Publishing House

Website References:

1. <http://www.egov4dev.org/success/case/>
2. <https://vikaspedia.in/e-governance/resources-for-vles>
3. <https://altametrics.com/en/information-systems/information-system-types.html>
4. <https://core.ap.gov.in/CMDashBoard/Index.aspx>

Co-Curricular Activities:

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

A. 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. 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))

B. General

1. Group Discussion
2. Try to solve MCQ's available online.

RECOMMENDED CONTINUOUS ASSESSMENT METHODS:

Some of the following suggested assessment methodologies could be adopted;

10. The oral and written examinations (Scheduled and surprise tests),
11. Closed-book and open-book tests,
12. Practical assignments and laboratory reports,
13. Observation of practical skills,
14. Individual and group project reports.
15. Efficient delivery using seminar presentations,
16. Viva-Voce interviews.
17. Computerized adaptive testing, literature surveys and evaluations,
18. Peers and self-assessment, outputs form individual and collaborative work

Course-7C: Real Time Governance System (RTGS); Lab (Practical) Syllabus (15 Hrs)

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Note: Here the students have to gather the details in computer lab by surfing several websites & Google Search Engines and submit the report to the class/lab instructor before leaving the lab.

Week 1: Write a Report on the role of Nationwide Networking in E-Governance

Week 2: Write a Report on SETU: A Citizen Facilitation Centre in India, regarding it's successful or failure journey.

Week 3: Write a Report on National Cyber Security Policy, how it is useful to Indian citizens.

Week 4: Write a Report on mee-seva/Village Secretariat/Ward secretariat, a new paradigm in citizen services.

Week 5: Write a Report on how Andhra Pradesh is implementing RTGS in Agriculture.

Week 6: Write a Report on how Andhra Pradesh is implementing RTGS in social welfare schemes

Week 7: Write a Report on how Andhra Pradesh is implementing RTGS in waste lands, agricultural lands and house properties.

Week 8: Write a Report on Electronic Birth Registration in any one state of our country.

Note: The list of experiments need not be restricted to the above list. *Detailed list of Programming/software tool based exercises can be prepared by the concerned faculty members.*

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SECTION - B (Total 60 marks)

Answer any FIVE Questions

5×12 = 60 Marks

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Note: Must Give Two 3 Marks Questions and Two 12 Marks Questions from each Unit.