SRI VENKATESWARA UNIVERSITY :: TIRUPATI
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES
III SEMESTER
COMMERCE STREAM

Syllabus of
ONLINE BUSINESS
Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:
After successful completion of the course, students will be able to;
1. *Understand the online business and its advantages and disadvantages*
2. *Recognize new channels of marketing, their scope and steps involved*
3. *Analyze the procurement, payment process, security and shipping in online business*
4. *Create new marketing tools for online business*
5. *Define search engine, payment gateways and SEO techniques.*

SYLLABUS:

Section-I: 06 Hrs
Introduction to Online-business-Definition-Characteristics-Advantages of Online Business-
Challenges- Differences between off-line business, e-commerce and Online Business.

Section-II: 10 Hrs
Online-business Strategies-Strategic Planning Process- Procurement -Logistics & Supply Chain
Management- Customer Relationship management.

Section-III: 10 Hrs
Designing Online Business Website – Policies - Security & Legal Issues - Online
Advertisements - Payment Gateways - Case Study

Co-curricular Activities Suggested: (4 hrs)
1. Assignments, Group discussion, Quiz etc.
2. Short practical training in computer lab
3. Identifying online business firms through internet
4. Invited Lectures by e-commerce operators
5. Working with Google and HTML advertisements.
6. Visit to a local online business firm.

Reference books:
1. David Whiteley, "E-Commerce", Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.

Max. Marks: 50   Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)
(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

SECTION B   (Total: 3x10 = 30 Marks)
(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
5.	

@ @ @ @ @