A.P. State Council of Higher Education
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

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:
2. E Business by Jonathan Reynolds from Oxford University Press.
4. Websites on Online business.
MODEL QUESTION PAPER FORMAT

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. |

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