



## **ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

(A Statutory body of the Government of Andhra Pradesh)

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### **SYLLABUS OF ONLINE BUSINESS AS PART OF SKILL DEVELOPMENT COURSES UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

**PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME**

**(To be Implemented from 2020-21 Academic Year)**

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:**

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.

**MODEL QUESTION PAPER FORMAT**

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

**SECTION A** (Total:  $4 \times 5 = 20$  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:  $3 \times 10 = 30$  Marks)  
(Answer any three questions. Each answer carries 10 marks  
(At least 1 question should be given from each Unit)

1.	
2.	
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4.	
5.	

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