

The Maharaja Sayajirao University of Baroda Polytechnic Higher Payment Program Diploma in Computer Engineering			ACADEMIC YEAR 2021-2022		
Year	III	WEB DESIGNING & E-COMMERCE (CSE3517)	Lecture Hrs per week	4	
Semester	I		Max marks	100	
Pre-requisite: Knowledge of Basic HTML					
CO1	Explain the fundamental concepts of web technologies, including the structure and function of the Internet and WWW and design principles for creating effective websites.				
CO2	Develop web pages using HTML and CSS, formatting text, and designing responsive interfaces that enhance user experience.				
CO3	Implement client-side scripting using JavaScript for dynamic content creation, as well as server-side scripting with PHP.				
CO4	Explain and assess e-commerce concepts and describe various communication networks used in E-Commerce.				
CO5	Understand the legal frameworks governing and apply knowledge of various electronic payment systems and Analyze and Implement Secure Network Services, and encryption techniques.				
BT	1. Remember 2. Understand 3. Application 4. Analysis 5. Evaluation 6. Creation				
COURSE CONTENT/SYLLABUS					
Unit	Unit Name		Hrs	Weightage	CO
1	Web Designing: The Internet and WWW, Protocols and programs, Application and Development Tools, The Web Browser, Web Site Design Principles. HTML and XHTML: Basic HTML, Formatting and Fonts, Commenting Code, Color, Hyperlinks, Lists, Tables, Images, Simple HTML Forms, Web site structure, XHTML, Meta Tags, Frames and Framesets		10	16	CO1,CO2
2	Client Side Scripting: Cascading Style Sheets (CSS) : Basic Syntax and Structure, Background Images, Colors and Properties, Manipulating Text, Using Fonts, Borders and Boxes, Margins, Padding, Lists, Positioning using CSS. JavaScript: Developing JavaScript, Variables, Functions, Conditions, Loops and Repetition.		08	14	CO2,CO3
3	DHTML: Dynamic Style, Events and Buttons, Form and Validation		04	08	CO2
4	Server Side Scripting: PHP : Basics of Server, Variables, Getting Input, Decisions, Looping, Arrays, Functions, String Manipulation.		06	12	CO3
5	E-Commerce: Overview, Types of E-Commerce: Business to Customer, Customer to Customer, Business to Business, Advantages and Disadvantages of E-Commerce, Supply Chain Management in E-Commerce.		04	08	CO4
6	Infrastructure & Communication Networks for E-Commerce: Local Area Network, Public Switched Telephone Network: Broadband Connection, ISDN Service, Cable Network, Wireless Network, Microwave & Satellite Network, Private Communication Network, The Internet, Packet Switching & the Internet Protocol, Transmission Control Protocol, Domain Names, Intranet and Extranet, Firewalls, The Future of Internet Technology.		06	12	CO4
7	Network Services & Secure Messaging: The World Wide Web, Information Retrieval From The World Wide Web, Markup Languages, FTP, Telnet, E-Mail, Advanced Web Technologies: Multiple Windows in Browser, Common Gateway Interface, Cookies, Active Documents, Cascading Style Sheet, Symmetric Data Encryption with Private Key: DES, Triple DES, advanced Encryption Public Key Encryption: RSA, Public Key Certifying Authority, Digital Signature, Applications of Encryption Technologies: Secure E-mail, Socket Layer and HTTP.		08	14	CO5
8	Payment & Legal Framework of E- Commerce: Requirement Of E-Payment System, Credit Card Payment, Electronic Funds Transfer, Electronic Cheque Payment, Electronic Cash, Payment Gateways, Micro – Payment For Information Goods, Information Technology Act 2000, Information				

	Technology (Amendment) Act 2000. M-Commerce & E-Commerce Of Multimedia: Layered Architecture for M-Commerce, Mobile Communication Infrastructure, Wireless Application Protocol, WAP Gateway, Mobile Payment Methods, Mobile Banking. E-Publishing of Multimedia, Digitizing & Storing: Books, Audio, Video, Distribution of E-Books and Audio, Video on Demand, Intellectual Property Issue.	10	16	CO5
		56	100	

REFERENCE BOOKS:	
1.	Developing Web Application, Ralph Moseley, - Wiley India
2.	Web Technologies, Black Book, - Dreamtech Press
3.	Web Technologies, Ivyan Baross
4.	E-Commerce Technologies, V. Rajaraman.
5.	E-commerce, P. T. Joseph, S. J.t
6.	Introduction to E-Commerce, Kalakot