

UG- SKILL DEVELOPMENT COURSE

ONLINE BUSINESS (w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Online Business	30	2	2	50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

- Understand the online business and its advantages and disadvantages
- Recognize new channels of marketing, their scope and steps involved
- Analyze the procurement, payment process, security and shipping in online business
- Create new marketing tools for online business
- Define search engine, payment gateways and SEO techniques.

Unit-I:

(06 Hrs)

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

Unit-II:

(10 Hrs)

Online-business Strategies-Strategic Planning Process- Procurement -Logistics & Supply Chain Management- Customer Relationship management.

Unit-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.



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
UG – Life Skill and Skill Development Course Syllabus (2020-21)

MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSES

Semester: III ONLINE BUSINESS

Time: 2Hrs.

Max

Marks: 50

SECTION – A

Answer any **FOUR** Questions. Each question carries 5 marks.
Marks

4X5= 20

1. E-Commerce
2. Models of E-Business
3. Business Strategies
4. Supply Chain Management
5. Procurement
6. Online Business Policy
7. Online Vs Offline Business
8. Strategic Planning

SECTION – B

Answer any **THREE** Questions. Each question carries 10 marks
30Marks

3 x 10=

9. What are the advantages and limitation of Online Business?

(OR)

10. Differences between Off-line Business, E-commerce and Online Business.

11. Suggest strategies for existing business to migrate to Online Business.

(OR)

12. Elaborate on recent trends in Customer Relationship Management.

13. Discuss the advantages and disadvantages of online advertisement in detail.

(OR)

14. Explain the legal issues and ethical issues related to Online Business.