

## 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.

**4X5= 20**

**Marks**

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.