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| Semester: III | |
| Course Name: E-Commerce - Practical | |
| Course Type: Skill Enhancement Course | Course Code: S2BMS2335 |
| Credit: 3 | Full Marks: 50 |

LEARNING OBJECTIVES:

- Explain the primary steps of the website planning process and build the site navigation scheme for a website.
- Relate basic components of a webpage (e.g., colour, alignment, written content, images, hyperlinks, audio/video) to aesthetic, functional, and usable design principles.
- Create webpages using basic HTML tags (e.g., headings, lists, character styles, bullets, text alignment, paragraphs, tables, and forms,).
- Apply CSS styles to an HTML page and usage of Dynamic HTML (DHTML) to enhance webpage interactivity.
- Students will use an HTML editor to author pages that include text and graphics. Students who are interested in Web design may become responsible for designing a Web in his/her career field.

LEARNING OUTCOMES:

On successful completion of the course the learner will be able to:

- Prepare, Plan, and Create a Web Site
- Discover how does web works and what makes websites work.
- Learn simple and impressive design techniques, from basic to advance with a focus on goal-oriented and user-centric design.
- Design dynamic and interactive websites using tables, forms, CSS, and different validations for the website.
- Set up the page layout, colour schemes, and typography in the designs, writing valid and concise code for webpages.

DETAILED SYLLABUS:

Unit 1: Basics of HTML

(2L)

- What is HTML?
- Using an HTML Editor
- HTML Tags and Attributes
- Parts of HTML Document
- Opening HTML using a browser.

Unit 2: Text Formatting

(4L)

- Basic Formatting Tags
- Unordered Lists, Order List, List Items
- Paragraph attributes, BG color, font, and text alignments.

Unit 3: Image, Hyperlinks, and Audio/Video

(6L)

- Insert Image, Image size, Alternate Text
- Hypertext, Hyperlinks (Internal & External), Named Anchors, Email Links, Alternate Text, Image Hyperlinks, Image Mapping.
- Using Audio and video on web pages

Unit 4: Forms and Tables

(8L)

- Forms: Different form elements, text box, Radio Buttons, Checkbox, Dropdown List, Textarea, Buttons, Form methods, form action.
- Tables: TR, TD, TH, Colspan, Rowspan, Borders
- Design HTML PAGE using Tables.

Unit 5: Introduction to CSS

(10L)

- What is CSS? Why Cascading Style Sheets? How to implement CSS?
- Different ways to use CSS: Inline CSS, Internal CSS, External CSS.
- CSS Linear & Radial gradients, CSS Text formatting,
- CSS Border, CSS backgrounds, CSS Box structure,
- CSS Media, CSS Translation.

SUGGESTED TEXTBOOKS/ READING MATERIALS:

Books and References:

1. Introduction to HTML and CSS -- O'Reilly
2. HTML 5 Black Book, DT Editorial, Dreamtech Press.
3. HTML & CSS: THE COMPLETE REFERENCE

E-Resources:

- <https://www.w3schools.com/html/default.asp>