



**Adusumilli Gopalakrishnaiah & Sugarcane Growers
Siddhartha Degree College of Arts and Science**
Autonomous College :: Aided College of Govt. of AP
NAAC 'A' Grade College
Vuyyuru, Krishna (Dt), Andhra Pradesh-521165

VALUE ADDED COURSE

TITLE: ONLINE BUSINESS

VAC CODE: COM-OB-03

On 6TH SEP 2019 TO 14th OCT 2019

2019-2020

Duration of the Course: 30Hrs

Organized By

Department of Commerce



A.G. & S.G. Siddhartha Degree College of Arts & Science

Vuyyuru-521165, Krishna District, Andhra Pradesh

(Managed by: Siddhartha Academy of General & Technical Education, Vijayawada-10)

An Autonomous College in the Jurisdiction of Krishna University

Accredited by NAAC with "A" Grade



DEPARTMENT OF COMMERCE

2019-2020

Value Added Course Title: ONLINE BUSINESS

| | | |
|------------------------|---|----------------|
| Name of the Lecturer | : | A.N.L.MANOHARI |
| Class | : | II B.COM |
| Duration of the Course | : | 30 HOURS |
| VAC Code | : | COM OB -03 |

A.G. & S.G. Siddhartha Degree College of Arts & Science
Vuyyuru-521165, Krishna District, Andhra Pradesh

Value Added Course

Title: ONLINE BUSINESS

Objectives :

1. **Increase Online Sales:** The primary objective for many online businesses is to generate revenue through online sales. This can involve increasing website traffic, optimizing the e-commerce platform, improving the user experience, and implementing effective conversion rate optimization strategies.
2. **Expand Market Reach:** Online businesses often aim to expand their market reach beyond their local or traditional boundaries. This objective can involve targeting new geographic markets, reaching international customers, or tapping into specific niche markets through online channels.
3. **Enhance Brand Awareness:** Building brand recognition and increasing awareness is a crucial objective for online businesses. This can be achieved through various digital marketing efforts, including social media marketing, content marketing, search engine optimization (SEO), influencer partnerships, and online advertising.

Methodology : Teacher-Centered method

Duration : 30 Hours

A.G. & S.G. Siddhartha Degree College of Arts & Science
Vuyyuru-521165, Krishna District, Andhra Pradesh

Value Added Course

Title: ONLINE BUSINESS

Date: From 06-09-2019 to 14-10-2019

| Date | Content | Module No. |
|------------|--|------------|
| 06-09-2019 | ONLINE BUSINESS UNIT I : Introduction to Online-business Introduction to Online-business - Definition- Characteristics-Advantages of Online Business-Challenges- Differences between off-line business, e-commerce and Online Business. | I |
| 17-09-2019 | UNIT – II : Online-Business Strategies Online-business Strategies - Strategic Planning Process- Procurement -Logistics & Supply Chain Management- Customer Relationship management. | II |
| 30-09-2019 | UNIT-III : Designing Online Business Website Designing Online Business Website - Policies - Security & Legal Issues - Online Advertisements - Payment Gateways - Case Study | III |

Value Added Course

Title: ONLINE BUSINESS

Test Exercise:

- Which dimension of e-commerce enables commerce beyond the boundaries of the country?
- is not a major type of electronic commerce.
- Which is not one of the three phases of electronic commerce?
- Which of the following describes the definition of electronic commerce?
- Which e-commerce model involves the sale of goods or services from businesses to the general public?
- Which e-commerce transaction provides the benefits of eliminating the requirement of a middleman?
- The idealistic market envisioned at the outset of electronic commerce's development is referred to as
- is an e-commerce model which focuses on consumers dealing with one another.
- Which of the following was the primary source of financing during the early years of electronic commerce?
- Which of the following is/are considered examples of the Consumer to consumer (C2C) model?

AG & SG SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE VUYYURU
(AUTONOMOUS)
(MANAGED BY SIDDHARTHA ACADEMY OF GENERAL & TECHNICAL EDUCATION
VIJAYAWADA)

| | | | |
|----------|---------|-----------|-------------------|
| Commerce | COMOB03 | 2019-2020 | II.B.Com(Gen,com) |
|----------|---------|-----------|-------------------|

SEMESTER -III

Online Business

Value added Course

DURATION: 2 HOURS

SECTION - A

Max Marks: 50

ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS

(5X10=50M)

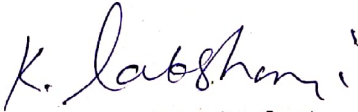
1. What is Online Business? Explain its Characteristics.
2. What are Differences between offline, e-commerce and online business?
3. What are the pros and cons of online video and information Products?
4. What are the different types of e-business strategies?
5. Explain about logistics Chain Management.
6. What is Customer Relationship Management? Explain its components?
7. Explain the security issues of online business?
8. Explain different types of Online Advertisement?
9. What are the Advantages and Disadvantages of Online Advertising?
10. Explain Payment Gateway.

A.G. & S.G. Siddhartha Degree College of Arts & Science
Vuyyuru-521165, Krishna District, Andhra Pradesh

DEPARTMENT OF COMMERCE
Value Added Course
Title: ONLINE BUSINESS

Feed Back Form

1. Is the programme interested to you (Yes/No)
2. Have you attended all the session (Yes/No)
3. Is the content of the program is adequate (Yes/No)
4. Have the teacher covered the entire syllabus? (Yes/No)
5. Is the number of hours adequate? (Yes/No)
6. Do you have any suggestions for enhancing or reducing the number of weeks designed for the program? (Yes/No)
7. On the whole, is the program useful in terms of enriching your knowledge? (Yes/No)
8. Do you have any suggestions on the program? (Yes/No)

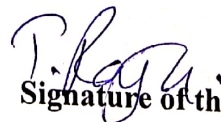

Signature of the Student

A.G. & S.G. Siddhartha Degree College of Arts & Science
Vuyyuru-521165, Krishna District, Andhra Pradesh

DEPARTMENT OF COMMERCE
Value Added Course
Title: ONLINE BUSINESS

Feed Back Form

1. Is the programme interested to you (Yes/No)
2. Have you attended all the session (Yes/No)
3. Is the content of the program is adequate (Yes/No)
4. Have the teacher covered the entire syllabus? (Yes/No)
5. Is the number of hours adequate? (Yes/No)
6. Do you have any suggestions for enhancing or reducing the number of weeks designed for the program? (Yes/No)
7. On the whole, is the program useful in terms of enriching your knowledge? (Yes/No)
8. Do you have any suggestions on the program? (Yes/No)


Signature of the Student





**ADUSUMILLI GOPALAKRISHNAIAH AND SUGARCANE GROWERS
SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE,
(AUTONOMOUS) VUYYURU A.P
(Accredited at "A" level by NAAC, Bengaluru)**

Department of Commerce

VALUE ADDED COURSE: ONLINE BUSINESS

CERTIFICATE

This is to Certify that *N. Tejasree* Son/Daughter of Shri/Smt *N. Sivaram Gowd*

has Successfully completed value added course in **ONLINE BUSINESS**

Conducted by the Department of Commerce from 06-09-2019 to 14-10-2019 We wish him her bright future

J. N. L. Manohari
Co-ordinator

K. Venk
Head of Department

James
Principal

