

UNIVERSITY OF MADRAS
B.COM. (GENERAL) DEGREE PROGRAMME
 SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR – SEMESTER – III

SEC – 5 Website Designing

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
246S3B			2		2	2	40	60	100
Unit	Contents								No. of Hours
I	Unit 1 Introduction to Web technologies How does the Website work -Types of Websites -Static & Dynamic websites								6
II	Unit 2 Basic tools of Web design Creating account - profiling - Create home page - Add pages, transitions, navigation, design, Template creation and Icons - Social media - Mapping - Tag video, Image, tables - text -inputs - image sliders - Icon integration - Forms								6
III	Unit 3 Domain and hosting Payment terms for website and publishing - Add to Cart - Payment terms for customers - post maintenance - Domain Purchase - Types of Domains - Types of Hosting								6
IV	Unit 4 Strategies to branding SEO Search engine Optimisation - Professionalise your site - Optimise for Mobile - Demonstration								6
V	Unit 5 Website project and proposal Data collection - Marketing - Communication								6
Total								30	
Text Books									
1	Web Design And Development: Concepts, Methodologies, Tools, And Applications By Information Resources Management Association								
2	WEB DESIGN TOOL: Get the skill you need to become a full front-end web developer by RAPHEL EZEKIEL								
Reference Books									
1	Branding and Website Essentials for Entrepreneurs (Instant Insights) by Melody Hunter								
2	Magento 2 Beginners Guide: Creating a successful e-commerce website with Magento by Gabriel Guarino								
3	Web Design Tools and Techniques by Peter Kentie								