SEEC-6105   **E-Commerce Applications Development**   **3(3+0)**

E-commerce (electronic commerce) is the activity of electronically buying or selling products on online services or over the Internet. The purpose of this course is to introduce e-commerce applications, its impacts on business processes, and key technologies used in the development of web-based business information systems and applications. It reviews foundations of e-commerce, its infrastructure, current business models, security, web site design strategies, payment systems, and various related issues. The course covers every step of the design and building process involved in creating a powerful, extendable E-commerce website. A major part of the course will be devoted to hands-on practices covering client-side and server-side applications in web-based business information systems. Essentials of contemporary programming tools for e-commerce development such as HTML, XML, PHP, and MYSQL will be explored. Students will learn how to create and manage a product catalog, build and integrate a shopping cart, and process customer accounts and payment methods.

Contents

1. An overview of E-commerce
2. Planning an E-commerce framework
3. Products and categories
4. Product variations and user uploads
5. Enhancing the user experience
6. Creating the shopping basket and managing its content
7. The checkout and order processing
8. Shipping methods, shipping costs, shipping rules, tracking, and tax calculation
9. Discounts, vouchers, and referrals: discount codes, purchasable voucher codes, referrals
10. Checkout process consideration, order process review, authentication and confirmation
11. Taking payment for orders: payment system and gateway, online and offline payments
12. User account features: user account area, changing details, viewing & managing orders
13. Administration: managing products, categories, orders, customers, refunds, shipping, etc.
14. Deploying, security, and maintenance
15. SEO

Pre-requisite: Nil

Recommended Texts

1. Peacock, M. (2010). *PHP 5 e-commerce development: create a flexible framework in php for a powerful e-commerce solution*. Birmingham: Packt Pub.

Suggested Readings

1. Laudon, K. & Traver, C. (2017). *E-commerce 2017: business, technology, society*. Boston: Pearson.
2. Rayport, J. & Jaworski, B. (2004). *Introduction to e-commerce*. Boston, MA: McGraw-Hill Irwin MarketspaceU.
3. Bidgoli, H. (2002). *Electronic commerce: principles and practice*. San Diego: Academic Press.