## Course Title: E-Commerce Applications Development

Course Code: IT-4746

Course Structure: Lectures: 3/Labs: 0

Credit Hours: 3

Prerequisites: CMP-3310 (Software Engineering)

Course Objectives:

This course focuses on electronic commerce applications, technologies, and tools which are used to conduct business on the World Wide Web.

Course Syllabus:

An overview of e-Commerce & Models, Planning an e-Commerce Framework, Managing Products and Categories, Product Variations and User Uploads, Enhancing the User Experience, The Shopping Basket, The Checkout and Order Process, Shipping and Tax, Discounts, Vouchers, and Referrals, Checkout, Taking Payment for Orders, User Account Management, Administration: Dashboard, Managing Products and Categories, Managing Orders, Customers, Refunds, Voucher Codes, Shipping, Deploying, Security, and Maintenance, SEO.

Course Outline:

1. e-Commerce: An overview of e-Commerce, Brick 'N Mortar stores vs Service-based companies , e-Commerce Models, e-Commerce popular sites: iStockphoto, WooThemes, eBay, Amazon, Play.com. [TB: Ch.1]
2. Planning an e-Commerce Framework: Designing a framework, Patterns, Model-View-Controller, Registry , Singleton, Structure, Building a framework, Routing requests. [TB: Ch.2]
3. Products and Categories: Product information, Category information, Structuring Content, Versioning, Building products, categories, and content functionality, Routing products and categories. [TB: Ch.3]
4. Product Variations and User Uploads: Giving users choice, Giving users control, Shopping. [TB: Ch.4]
5. Enhancing the User Experience: The importance of user experience, Search, Providing wish lists, Making Recommendations, Stock Checking, Customer’s Feed Back, Processing reviews/comments. [TB: Ch.5]
6. The Shopping Basket: Creating A Basket, Basket Contents, Managing the Basket, Cleaning the Basket. [TB: Ch.6]
7. The Checkout and Order Process: The Process, Authentication, Payment Method, Order Processed. [TB: Ch.7]
8. Shipping and Tax: Shipping Methods, Shipping Costs, Shipping Rules, Tracking, Tax

Calculation. [TB: Ch.8]

1. Discounts, Vouchers, and Referrals: Discount codes, Purchasable Voucher Codes, Referrals. [TB: Ch.9]
2. Checkout: Checkout process consideration, Order process review, Authentication & Confirmation. [TB: Ch.10]
3. Taking Payment for Orders: Taking payment, Payment System, Payment gateway, Taking Payment Online, Taking payment offline. [TB: Ch.11]
4. User Account Features: User Account Area, Changing Details, Viewing & Managing Orders. [TB: Ch.12]
5. Administration: Dashboard, Managing Products and Categories, Managing Orders, Customers, Refunds, Voucher Codes, Shipping , etc. [TB: Ch.3]
6. Deploying, Security, and Maintenance, SEO. [TB: Ch.14, 15]

Textbook(s):

* PHP 5 E-commerce Development by Michael Peacock, Packt Publishing (January 20, 2010). ISBN-10: 184719964X

Reference Material:

* Introduction to E-Commerce by Jeffrey F. Rayport, McGraw-Hill, 2nd Edition (2007). ISBN-10: 0071232664
* E-Commerce by Kenneth Laudon and Carol Guercio Traver, Prentice Hall; 8th Edition (2011). ISBN-10: 0138018812
* The Legal Environment of Business: Text and Cases - Ethical, Regulatory, Global, and Corporate Issues by Frank B. Cross and Roger LeRoy Miller, South-Western College/West; 8th Edition (2011). ISBN-10: 0538453990
* e-Business and e-Commerce How to Program by Harvey M. Deitel, Paul J. Deitel and Tem R. Nieto, Prentice Hall; 1st Edition (2000). ISBN-10: 013028419X
* The Complete E-Commerce Book:Design, Build & Maintain a Successful Web-based Business by Janice Reynolds, Cmp Books (2000). ISBN-10: 157820061X
* Effortless E-Commerce with PHP and MySQL by Larry E. Ullman, New Riders; 1st Edition (2010). ISBN-10: 0321656229