Fall 2019

# IT 310-103: E-Commerce Technology

Robert Statica

# IT310-103F19: E-Commerce Technology

**Fall 2019 Syllabus**

## Faculty Coordinator

Dr. Robert Statica

## Instructor

Ulysee Thompson

## Class Meeting Information

Mondays 6:00-8:50pm EST
Central King Building Room 206

## Office Hours Information

Fridays 4:00pm-11:00pm EST
Guttenberg Information Technology Center Room 3200

## Overview

This course provides an introduction to the three major driving forces behind e-commerce to provide a coherent conceptual framework for understanding the field: technology change, business development, and social issues. Topics covered include: Technology Infrastructure for E-commerce; the Internet and WWW; Building and E-commerce web site; Security and Payment; Business Concepts and Social Issues; Online Retailing and Services; Online Content and Media; Social Networks, Auctions, and Portals; B2B Ecommerce Technology

## Prerequisites

- IT101 (Introduction to Information Technology)

## Objective

At the end of this course the students will have a very good understanding of the modern Electronic Commerce technologies, the underlying e-commerce infrastructure, the business and legal aspects as well as designing and implementing an actual e-commerce web site. The students will be able to design an e-commerce web site that has a SQL database back-end, a search module, a shopping cart, and a payment processing system.

## Material Covered During the Semester

1. Introduction to E-Commerce
2. E-Commerce Models and Concepts
3. The E-Commerce Infrastructure (The Internet and the World Wide Web)
4. Building an E-Commerce Web Site (Software and Hardware: Front end and Back-end)
5. Online Security and Payment Systems
6. E-Commerce Marketing Concepts
7. E-Commerce Communication Systems
8. Ethical, Social and Political Issues Related to E-Commerce
9. Online Retailing and Services
10. Online Content and Media Delivery
11. Social Networks, Auctions and Portals Integration
12. B2B E-Commerce Systems
13. Private Industrial Networks
14. Media Convergence: Technology, Content and Industry Structure
15. Business-to-Business (B2B), Business-to-Consumer (B2C) and Consumer-to-Consumer (C2C) E-Commerce Systems.
16. Development and integration with E-Commerce web sites of shopping carts and credit card payment systems.
17. Targeted Advertisement
18. Artificial Intelligence in Recommender Games

## Textbook

- "E-Commerce Technology", by Kenneth Laudon & Carol Traver, 12th Ed., Prentice Hall, 2016 or newer.

## Grades

Based on:

- Class Participation - 20%
- Assignments - 5%
- Project - 35%
- Midterm - 20%
- Final - 20%

## Typical Assignments & Group Project

1. Diagram the basic structure of a working e-commerce site. Wireframe each major interface and describe it using a user flow diagram and a software architecture analysis.

2. Write code to emulate a shopping cart for an e-commerce web site. The cart should store the items in a sql database, update the pricing and calculate the total price (including shipping and tax)

**(Basic Project Overview)**

3. Design an e-commerce web site to sell a product of your choice. The site must have a search module, a shopping cart and a credit card processing module. The backend of the site must be a MySQL or PostgreSQL database, front end can by written in any suitable programming language. Also any CMS system could be used. Further requirements will be outlined in class.