



e-Commerce Course Content:35-40hours

Course Outline

Introduction to E-commerce

- The difference between e-commerce and e-business
- Unique features of e-commerce technology
- Types of e-commerce
- Growth of the Internet and the Web
- Origins and Growth of E-commerce
- E-commerce I and E-commerce II eras
- Organizing themes of e-commerce

E-commerce business models and concepts

- Elements of a business model
- Business-to-consumer (B2C) business models
- Business-to-business (B2B) business models
- Business models in other emerging e-commerce areas
- How the Internet and Web change business, strategy, structure, and process

The Internet and World Wide Web

- Evolution of the Internet
- The Internet – Key technology concepts
- Packet switching
- TCP/IP
- IP Address
- Domain names and URLs
- Internet Protocols
- Email: SMTP, POP, and IMAP
- FTP: File Transfer Protocol
- Telnet
- Ping: Testing the address



- Tracert: Checking routes
- The Internet today
- The Internet Backbone
- Network access points and metropolitan area exchange
- Internet Service Providers
- Intranets and extranets

Building an E-commerce website

- Planning
- Systems analysis and design
- Building the system: In-house vs. outsourcing
- Website hosting: In-house vs. outsourcing
- System Testing
- Implementation and maintenance
- Website optimization factors
- Choosing server software
- Application servers
- E-commerce merchant server software functionality
- Merchant server software packages
- Choosing the right hardware for your e-commerce site
- Right-sizing your hardware platform
- The demand side
- The supply side
- Other e-commerce site development tools
- Interactive tools
- Java, JSP, and JavaScript
- ActiveX and VBScript
- Personalization tools

Midterm Exam

Security and Encryption

- The e-commerce security environment
- Types of threats
- Technology solutions
- Protecting Internet communications
- Encryption
- Securing channels of communication
- Secure socket layers (SSL)
- Protecting networks - Firewalls
- Protecting servers and clients – OS controls/Anti-virus software

Web Payment Systems

Payment systems

- Credit-card e-commerce transactions
- E-commerce digital payment in the B2C arena
- Electronic billing and presentment systems

Web Marketing Concepts

- The Internet audience
- Internet traffic patterns
- Type of Internet connection: broadband impacts
- Consumer behavior models
- What consumers shop for and buy online
- How shoppers find vendors online
- Basic marketing concepts
- Internet marketing technologies
- Web transaction logs
- Cookies and web bugs
- Advertising networks
- Branding strategies

Web Marketing Communications

- Online advertising
- Direct email marketing and spam explosion
- Online catalogs
- Online chat
- Public relations
- Benefits of online marketing communications
- The cost of online advertising
- Websites as marketing communication tools
- Domain names
- Search engine optimization
- Website functionality

Auctions, Portals, and Communities

- Benefits of auctions

- Risks and costs of auctions
- The growth and evolution of portals
- Types of portals
- What are online communities?

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