

Lecture 01

Introduction to Course

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Outline

- **Grading Policy**
- **Academic Honesty**
- **Few Things to Remember**
- **Introduction to the Course**
- **Course Content**
- **Course Learning Outcomes**
- **Books & Resources**

Grading Policy

Classification

Assignments, Presentation & Quizzes	2 Marks
Attendance & Class Behavior	2 Marks
Mid-term Exam	12 Marks
Final-term Exam	24 Marks
Semester Project & Practical	20 Marks
Total	60 Marks

Academic Honesty

- Your work in this class **must** be your own
- If students are found to have collaborated excessively or to have cheated (e.g. by copying or sharing answers during an examination), all involved will at a minimum receive grades of “0” for the first violation
- Further violations will result in failure in the course

Few Things to Remember

- Attendance will be taken within 5 minutes at the start of class
- Students are allowed to enter into class within 15 minutes at the starting of class
- **Zero tolerance policy** on attendance, discipline of class during lectures!
- Assignments must be submitted on time, no late submissions
- In case of copied assignment both parties will be given **zero!**
- Projects, Presentation, Quizzes, Assignments, Class participation are very important.
- Don't miss your Classes, Quizzes, Presentations, Assignments and Projects!

1. Introduction to the Course

This course focuses on the all aspects of online business, like technology, security, e-banking and legal issues. You will be learning about the networks, tools that are used to make online shopping websites, methods used for online payments, technologies used to protect the websites/online data and laws that are related to online shopping. In this course with the help of assignments you will have hands on practice of developing a shopping site. This course combines practical and theory approach to achieve its goals i.e. you will be taught how to use to HTML and Scripting Languages, also you will be studying the payment methods and laws involved in online business.

2. Course Content

- E-Commerce and its types, Internet and WWW Basics, Internet standards and protocols, IP addressing, Data communication on internet, Domain name system.
- Networking devices – Bridges, Switches, Routers etc., Role of ISP's on Internet, Getting Domain name and IP addresses, Understanding electronic mail.
- Markup languages and the Web, Web designing using HTML, CSS and JavaScripting.

Course Content Continued....

- Client side & server side processing, Cookies, Maintaining state in a stateless environment, Two tier/n-tier architecture.
- Security issues on the internet, Firewalls, Proxy Server, Virtual Private Network
- Cryptography and Public key infrastructure (PKI), Certification Authorities and Digital Certificates, Digital signatures Technology.
- Electronic Payment Systems – VirtualP in payment system, Centralized account system, Electronic Check, E-Cash, SSL and SET based payment systems.

Course Content Continued....

- E-business– advantages/disadvantages, Paper and electronic catalogues, Electronic Data Interchange (EDI), E-business models
- Internet marketing
- Data mining and knowledge discovery Process, OLAP, Types and business application of data mining
- E-business strategy, supply chain/value chain analysis and Porter's model, role of e-commerce in competitive strategy

Course Content Continued....

- E-banking, ERP
- Legal/policy issues in e-commerce –salient features of Electronic Transactions Ordinance, 2002 in Pakistan
- Territorial jurisdiction and conflict of laws, online contracts, online defamation, Copyright in Cyberspace
- Issue of ISP's liability, domain-name and trade mark conflicts, privacy issue on the internet, Cyber crimes

3. Course Learning Outcomes

- Discuss the principles of E-commerce and basics of World Wide Web.
- Use markup languages for designing web pages.
- Interpret the security issues over the web
- Explain the concept of E-banking
- Describe what is electronic payment system and how it works

4. Books & Resources

- **Visit:** <http://www.mubashirali.com/e-commerce-technologies/>

Summary

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