



International Islamic University Islamabad

Faculty of Computing Department of Computer Science

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| Course Title: | E-Commerce |
| Course Code: | SE-302 |
| Pre-requisite(s): | Web Engineering |
| Credit Hours: | 3 |
| Semester: | Spring 2023 |
| Lecture Schedule: | BSIT (F19): Monday (04:00 PM – 05:20 PM) Theory Monday (05:30 PM – 06:50 PM) Theory Thursday (05:30 PM – 06:50 PM) Theory |
| Instructor: | Shakir Rasheed Khan Khattak |
| Email: | shakir.rasheed@iiu.edu.pk |
| Office: | IT Center, Office 236, Admin Block, IIU |
| Office Hours: | In case of any emergency do message me by your CR will arrange a meeting. |
| Reference Materials | <ol style="list-style-type: none"> 1. E-Commerce, Kenneth Laudon and Carol Guercio Traver, 13th Edition, Pearson, 2017. 2. PHP 5 E-commerce Development, Michael Peacock, Packt Publishing, 2010. 3. Introduction to E-Commerce, Jeffrey F. Rayport, McGraw-Hill, 2nd Edition, 2007. 4. Electronic Commerce, Gary Schneider, Course Technology; 12th Edition 2016 |
| Teaching Methodology | Lecturing, Written Assignments, Project, Report Writing |

Course Contents:

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| Course Contents | An overview of E-Commerce & its business models and concepts, 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, Web Payment Systems, Social, Legal, and Ethical Issues of E-Commerce, Auctions, Portals, and Communities, SEO. |
| Laboratory Projects/Experiments Done in the Course | A course project proposed by a group of students where each group will be responsible to work on number of project deliverables concluded by the final implementation and demo/presentation of the developed system |
| Programming | Implementation of the proposed course project for which all the deliverables related to design of the software has already been submitted. |

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| Assignments Done in the Course | |
| Oral and Written Communications | Every group is required to submit at least 6 written reports/deliverables of varied lengths as required and to make 01 oral presentations of typically 15 minute's duration. Include only material that is graded for grammar, spelling, style, and so forth, as well as for technical content, completeness, and accuracy. |
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Course Homepage:

Course Content is accessible electronically through: **Google Classroom**

| Course Learning Outcomes (CLOS) | | | |
|---|---|---------------|------------------|
| At the end of the course the students will be able to: | | | |
| Sr. | Learning | Domain | BT Level* |
| 1. | Understand the concepts and standards related to the discipline of E-Commerce | C | 1 |
| 2. | Analyze complex real world problems found in E-Commerce | C | 3 |
| * BT = Bloom's Taxonomy, C =Cognitive domain, P =Psychomotor domain, A = Affective domain | | | |

Bloom's taxonomy is **a classification system used to define and distinguish different levels of human cognition**—i.e., thinking, learning, and understanding.

Grading Policy:

| Sr. | Grading | % of Total Marks |
|------------|--|-------------------------|
| i. | Project (Deliverables/Assignments/Presentation) | 10% |
| ii. | Quizzes | 10% |
| iii. | Mid-term Exam | 20% |
| iv. | Final Exam | 60% |
| | Total | 100 |

NCEAC booklet 2017 – Course Outline for E-Commerce:

1. An overview of E-Commerce & its business models and concepts,

2. Planning an E-Commerce Framework,
3. Managing Products and Categories,
4. Product Variations and User Uploads,
5. Enhancing the User Experience,
6. The Shopping Basket,
7. The Checkout and Order Process,
8. Shipping and Tax, Discounts,
9. Vouchers, and
10. Referrals,
11. Checkout,
12. Taking Payment for Orders,
13. User Account Management,
14. Administration: Dashboard,
15. Managing Products and Categories,
16. Managing Orders,
17. Customers,
18. Refunds,
19. Voucher
20. Codes,
21. Shipping,
22. Deploying,
23. Security, and
24. Maintenance,
25. Web Payment Systems,
26. Social,
27. Legal, and Ethical Issues of E-Commerce,
28. Auctions,
29. Portals, and
30. Communities,
31. SEO.

| E-Commerce | | | |
|---|--------|-----------------------|------------------|
| Credit Hours: | 3(3.0) | Prerequisites: | Web Engineering |
| Course Learning Outcomes (CLOs): | | | |
| At the end of the course the students will be able to: | | Domain | BT Level* |
| 1. Understand the concepts and standards related to the discipline of E-Commerce. | | C | |
| 2. Analyze complex real world problems found in E-Commerce | | C | |
| * BT= Bloom's Taxonomy, C=Cognitive domain, P=Psychomotor domain, A= Affective domain | | | |

Course Content:

An overview of E-Commerce & its business models and concepts, 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, Web Payment Systems, Social, Legal, and Ethical Issues of E-Commerce, Auctions, Portals, and Communities, SEO.

Teaching Methodology:

Lecturing, Written Assignments, Project, Report Writing

Course Assessment:

Sessional Exam, Home Assignments, Quizzes, Project, Presentations, Final Exam

Reference Materials:

1. E-Commerce, Kenneth Laudon and Carol Guercio Traver, 13th Edition, Pearson, 2017.
2. PHP 5 E-commerce Development, Michael Peacock, Packt Publishing, 2010.
3. Introduction to E-Commerce, Jeffrey F. Rayport, McGraw-Hill, 2nd Edition, 2007.
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