

John Spicer
CS519 Introduction to E-Commerce
09/12/2016

Homework 1

In this class I expect to learn how to build and manage a successful eCommerce website from the ground up. I expect to go over in detail many aspects of creating and managing such a venture, such as choosing a market, choosing products, shipping, customer service, managing orders, payment processing, advertising and more. Also I am expecting to analyze many of the current major eCommerce websites, and see what they have done to differentiate themselves in the market, as well as things that they may have done wrong. Ultimately I expect to apply my knowledge for the final project in this class to create a fully functioning eCommerce site that I can use as both a learning experience, and as a profitable website. I am hoping to apply this knowledge to several eCommerce projects that I have already started on my own, and to future endeavors. eCommerce has been a passion of mine for several years now and as a result I am very excited to take this class and learn from everything the professor has to offer us