Safwat Zaky

| 3. | Kai Hwang and Faye A. Briggs | : | **Computer Architecture and Parallel Processing**, *McGraw-Hill.* |
| 4. | William Stallings | : | **Computer Organization and Architecture: Designing for Performance**, *Prentice Hall.* |

CSE 324: Computer Architecture Lab

Laboratory works based on **CSE 323**

CSE 325: E-Commerce and Web Programming

E-Commerce

E-Commerce Basics: E-Commerce Definition, Internet History and E-Commerce Development, Business-to-Business E-Commerce, Business-to-Consumer E-Commerce, E-Commerce Stages and Processes, E-Commerce Challenges, E-Commerce Opportunities.

E-Commerce Options: Internet Access Requirements, Web Hosting Requirements, Entry-Level Options, Storefront and Template Services, E-Commerce Software Packages, E-Commerce Developers, E-Business Solutions.

Marketing Issues: Online and Offline Market Research, Data Collection, Domain Names, Advertising Options, E-Mail Marketing, Search Engines, Web Site Monitoring, Incentives.

Planning and Development: Web Site Goals, International Issues, Planning Stages, Resource Allocation, Content Development, Site Map Development, Web Site Design Principles, Web Site Design Tools, Web Page Programming Tools, Data-Processing Tools. E-Commerce Components: Navigation Aids, Web Site Search Tools, Databases, Forms, Shopping Carts, Checkout Procedures, Shipping Options. .

Payment Processing: Electronic Payment Issues, E-Cash, Credit Card Issues, Merchant Accounts, Online Payment Services, Transaction Processing

Mobile Commerce: Over view of M-Commerce, advantages and limitations, WML,

Security Issues: Security Issues and Threats, Security Procedures, Encryption, Digital Certificates, SSL and SET Technologies, Authentication and Identification, Security Providers, Privacy Policies.

E-Core values: Ethical, legal, taxation and International issues

Customer Service: Customer Service Issues, E-Mail Support, Telephone Support, Live Help Services, Customer Discussion Forums, Value-Added Options.

Web Programming

An Introduction to the World Wide Web, Web Browsers, Web Navigation, Web Searching & Researching; The history of the Internet and World Wide Web; Understanding Hypertext Environments; Trends in Web development; Writing HTML Code; Using Editors and Converters; Web servers and posting web pages; Main Components, navigations, information Architecture, Page Design, Site Design; Using tables, frames and Forms; Images; Backgrounds: Adding Multimedia – Audio, Video, Graphics.

Books Recommended:

1.	Elias M. Awad	:	**Electronic Commerce: From Vision to Fulfillment**, *Prentice-Hall Inc.*
2.	Jeffrey F., Rayport, Bernard J. Jaworsk	:	**E-Commerce,** *McGraw-Hill*
3.	David Kosiur	:	**Understanding Electronic Commerce**, *Microsoft Press.*
4.	Jeffrey F. Rayport, et al.	:	**Introduction to E-Commerce**, *McGraw-Hill.*
5.	Debra Cameron	:	**E-Commerce Security Strategies: Protection the Enterprise**, *Computer Technology Research Corp*
6.	Charles Trepper	:	**E-Commerce Strategies**, *Phi Learning Pvt. Ltd*
7.	Dave W. Mercer, Steven D. Nowicki	:	**Beginning PHP 5**, *Wrox publication.*