eCommerce Programming

COSC 3331

Fall 2022

Course Description

Prerequisite COSC 1337. The course deals with the technical aspects of e-commerce. Students will learn to design, build, and maintain a complete e-commerce website. Topics include: e-commerce modeling, designing, and implementing a website that meets user requirements, maintaining and setting up web servers, multi-tiered web architecture, database servers, accessing remote databases, shopping cart fundamentals, commerce server, advertising on the web, e-cash and electronic payments, and Internet security and encryption. Students will build their own projects.

Class Time

Tues/Thurs 2:00pm – 3:20pm COB 255

Instructor Information

Dr. Robert P. Schumaker
Professor, Computer Science Dept.
rschumaker@uttyler.edu

Office Hours

DM through Slack (preferred), Zoom, email

If your inquiry is grade-related, please make a Zoom or physical appointment.

No appointment needed for Tuesdays and Thursdays 9:30am – 11:00am in COB 315.05

Textbook Information

Coursepack: https://hbsp.harvard.edu/import/958245

Course Objective

This course is designed to provide an understanding of eBusiness and the functions of such in a global environment by:

- Understanding the various eCommerce processes and models
- Awareness of global, social, legal and ethical issues
- Software, hardware, security, privacy and emerging trends in eBusiness
- Understanding of the technology infrastructure
- The necessary components of eCommerce
- Planning, analysis and implementation for an eCommerce business

This course draws upon and refines skills in:

- Computer skills
- Written and oral discussion and individual and team work
- Ethical implications of being a member of the business community

During this course the student will develop an understanding of:

- eCommerce types and business models
- The Internet, World Wide Web, construction of an eCommerce website, online security issues and payment systems
- eCommerce marketing, ethical, social and political issues
- Real world examples of business to consumer and business to business eCommerce
- Case studies that illustrate eCommerce concepts and issues

Computer Account Access

Students will need a Patriot account and password for computer access. This information can be found at http://www.uttyler.edu/ccs

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Course Documents and Slides

This class will use Canvas for course documents, slides and other class-related materials. Students are encouraged to check the website frequently during the course of the semester to keep up to date about course changes.

Course Grading

Course evaluation will be based on the following:

Case Discussion (5 @ 5 points each)	25
Homeworks (2 @ 5 points each)	10
Business Simulation	15
Final Project	35
Lifelong Learning	5
Class Participation	10
Total Points	100

Grading Scale

A	90.0 points or more
B	80.0 to 89.999 points
C	70.0 to 79.999 points
D	60.0 to 69.999 points
F	59.999 points or less

Course Policies

1. Extracurricular Course Costs – There may be additional costs relating to the use of cloud computing services. Additional information will be provided in class.

2. Case Discussion – Throughout the semester we will analyze business technology cases through Canvas. Students will post their discussion questions and answer others. More details will be provided in Canvas.

3. Homeworks – Homework exercises will be assigned during the semester to assist student practice with eCommerce technologies and measure student mastery.

4. Business Simulation – Students will work in teams in a business simulation to gain practical problem solving experience in a dynamic business environment. Grades will be commensurate with the relative value a team's decisions made on increasing shareholder value.

5. Final Project – Students will work in teams to build a comprehensive website solution. More details will be provided in class.

6. Lifelong Learning – It is imperative for successful individuals to continue learning throughout their lifetime. Professional organizations are a wonderful opportunity to reinvent, retool and build connections with industry leaders. Students that attend a professional technology organization meeting (and bring proof of attendance) will receive credit. Upcoming meetings and events can be found on Canvas. Online webinars will be accepted.

7. Class Participation – Class Participation points will be scored by the quantity of quality discussion a student contributes regarding relevant technology-related articles. The maximum points that can be earned is ten.

8. Missed Classes, Tests/Quizzes and Assignments – Students who miss class are responsible for getting missed materials and lecture information on their own time from their peers. Any

tests/quizzes and/or assignments due during the student's documented absence will be due by 5pm of the day of their return with no penalty.

9. Time Outside of Class: This course is a computer application course that requires students to complete computer application exercises and projects**.** It is the responsibility of the student to make a **backup** of all assignments or application projects. *If your work is not saved and accessible by the instructor, then it cannot be evaluated and a grade of F will be given for that particular project or assignment.* BACKUPS of projects and tests are imperative in order to avoid lost or damaged data.

10. Classroom Lab Rules
    - Please do not surf the Web during class unless instructed to access the Internet.
    - Do not access inappropriate Web sites during class. This will lead to dismissal from the class.
    - Please do not work on other computer assignments during class.
    - Please do not talk to your neighbor during class.
    - Please do not bring food or an uncovered drink into the computer classroom lab.
    - Please do not order food to be delivered to the classroom.
    - Do not use your phone during class.

11. Memes. Create a custom meme about taking this particular class (could be eCommerce, Dr. Schumaker or UT Tyler related). Post your meme in the class Slack channel (#cosc3331) before August 26 at 5pm for a bonus point. Keep this to yourself and do not share it with classmates. Thanks for reading the syllabus.

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Tentative Course Schedule and Assignments:

Scheduled dates may vary depending on the pace of the class.

Date	Concept	Assignment Due	Simulation
Aug 23	Introduction to eCommerce		
Aug 25	What is eCommerce		
Aug 30	Networking and the Internet		
Sep 1	Project Work Day	Case – Alibaba	
Sep 6	Stacks and Protocols		
Sep 8	From Idea to Online		
Sep 13	HTML Basics		
Sep 15	HTML Layouts		
Sep 20	Project Work Day		
Sep 22	Project Work Day	Case – A Guide	
Sep 27	Multiple Websites	Homework I	
Sep 29	Cloud Computing Theory		Simulation – Round 1
Oct 4	Cloud Computing with AWS		
Oct 6	Cloud Computing with AWS		Simulation – Round 2
Oct 11	WordPress Introduction	Case – Tech Talk	
Oct 13	WordPress Themes		Simulation – Round 3
Oct 18	WordPress Plugins		
Oct 20	WordPress and Social Media		Simulation – Round 4
Oct 25	WordPress and Web Analytics	Case – Walmart A	
Oct 27	WordPress and eCommerce		Simulation – Round 5
Nov 1	WordPress and eCommerce		
Nov 3	Project Work Day		Simulation – Round 6
Nov 8	Project Work Day	Case – BigBasket	
Nov 10	Project Work Day	Homework II	Simulation – Round 7
Nov 15	Programming and Php		
Nov 17	Programming and Php		
Nov 22	No Classes – Thanksgiving		
Nov 24	No Classes – Thanksgiving		
Nov 29	Presentations		
Dec 1	Project Work Day		