



CS335-e-commerce development

Sukhen Dey, PhD

E-Commerce Development – CS335

Spring – 2017

Course Description

In the current technologically driven consumer market, e-commerce (EC) is experiencing an exponential growth rate worldwide. The business-to-consumer (B2C) e-commerce revenue increased by 20.1% from 2011 and reached \$1.500 trillion in 2014. It is expected to reach \$3.5 trillion by 2017. Just in North America alone, EC activities will account for \$900 billion in 2017 from \$340 billion in 2012. That is over 100% increase within a two-year time-frame.

This monumental growth has created a very demanding silo within Computer Science. This course is dedicated to the principals of e-commerce development technologies, methods and models as well as illustrations of the overall e-commerce framework. The course will be offered, for the first time, by Sukhen Dey, PhD, Associate Professor of Computer Science during Spring of 2017.

The course deals with the origin, history and current state of e-commerce consumerism along with programming techniques pertaining to the development of a data-driven e-commerce site. The course content, practices and instructions will expose students to various software models along with a combination of languages and database architecture, applicable to EC. The topics include, but not limited to:

- PHP, Python, CSS, HTML 5, and Jscript programming.
- Responsive Web Design.
- MySQL database.
- Customer registration.
- Authentication.
- Shopping Carts.
- PayPal for processing payments.
- Tracking customer orders from purchase initiation to delivery of goods and services.
- Crafting Classes and Objects related to the EC development paradigm.

The course specifically uses a class and object models for database design (OODB), SQL and embedded Business Intelligence logistics within E-commerce and M-commerce development platforms. ***Based on the complexity associated with developing an E-Commerce site, the course will apply team building and a collaborative development pedagogy.***

Course Objectives

By the end of this course students should be able to:

- Articulate a clear understanding of E-Commerce technology and its current growth rate.
- Understand and demonstrate the development syntax and logic to craft an E-commerce site using languages such as PHP, Python, JavaScript, CSS.
- Understand and demonstrate the architecture of E-Commerce database and the development techniques of MySQL (Oracle) virtual RDBMS.
- Apply simple SQL queries to extract product and price information along with populating and pricing mechanism of shopping carts.
- Define the concept of *Business Intelligence* in E-Commerce.
- Program a help system or compose a *User Manual* for a live project.

As an example, the following pages show screen shots of a live e-commerce project developed under the supervision of Professor Dey in other institutions.

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Publications

Which CSR-Related Headings Fortune 500 Companies Use on Their Websites?

Erine Taken Smith¹ and Julie J. Alexander²

Business Commissioner Q 7420 1 © 2013 by the American Business Council Against Corruption and Justice 1000 13177010010102 10/16/13

This article examines website headings used by Fortune 500 companies in their external stakeholder communications about corporate social responsibility (CSR). Instead of using Social Responsibility as a heading, companies often use specific terms and various CSR initiatives. The purpose of this article is to identify common headings that are currently used on Fortune 500 company websites. Data was collected from all Fortune 500 company websites. The websites were further analyzed to determine manufacturing, retailing, and service industry. Interesting similarities were found. This study provides guidance on articulating CSR-related messages to consumers, employees, and stakeholders.

Business Article
\$14.95 | \$11.95

Business Book
\$119.99

PREME ASSIMILATION OF PATENT DOCTRINE

Peter Lee*

This article explores the tension between universality and exceptionalism in patent law, a field that has long been a subject of scholarly debate. This Article explores these tensions through a critical analysis of the Supreme Court's recent decision in *Supreme Court v. *Patent*, which significantly extends previous scholarship, and argues that the Court's decision reflects a project of eliminating "patent law" as a distinct legal principle, and instead assimilating it into general legal principles. A trend that responds to rather exceptional patent doctrine: Federal Circuit in areas as varied as appellate review, and the award of attorney's fees. The Supreme Court's decision to eliminate patent exceptionalism in these areas is a significant step towards the assimilation of patent law into general legal principles.*

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Performance of target-controlled infusion (TCI) using Marsh versus PKPBIR (oblong open heart surgery, in terms of measure of plasma levels of propofol and subjective patient response).

S. Saitan, R. Sivasathan, S. S. Thangum, and G. D. Puri*

The performance of a propofol target-controlled infusion (TCI) using Marsh versus PKPBIR (oblong open heart surgery, in terms of measure of plasma levels of propofol and subjective patient response) was compared. All ASA III adult patients aged 18-65 years and scheduled for elective open heart surgery were enrolled in this study. The Marsh and PKPBIR pharmacokinetic models of TCI and maintenance of plasma levels with propofol in a randomized, controlled, non-blinded study were compared. The Marsh model was found to be more accurate in maintaining plasma levels of propofol during and after surgery. The performance of both the models were similar, as determined by the error (SE) in maintaining a concentration of 4.0-10.0 µg/ml in the PKPBIR group vs 4.0-10.0 µg/ml in the Marsh group. These values indicate that the Marsh model is more accurate in maintaining plasma levels of propofol during and after surgery.

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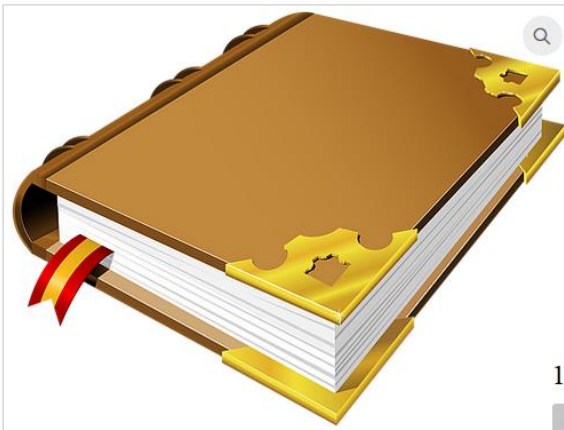
Behavioral Roots of Information Systems Security: Exploring Key Factors and to Unethical IT Use

JA CHATTERJEE, SUPRATEEK SARKER, AND S. VALACICH

CHATTERJEE is an assistant professor at the University of Nebraska at Omaha. His research interests are information systems ethics, electronic commerce, and its application to health care. His work has been published in *Journal of Management Information Systems*, *Journal of Information Systems*, *Decision Support Systems*, *Journal of the Association for Information Systems*, and other venues. He serves as an associate editor for *Journal of Information Systems* and a guest associate editor at *MIS Quarterly*, *Journal Review Boards of the Journal of the Association for Information Systems*, and *Journal of Information Technology Case and Applications Research*.

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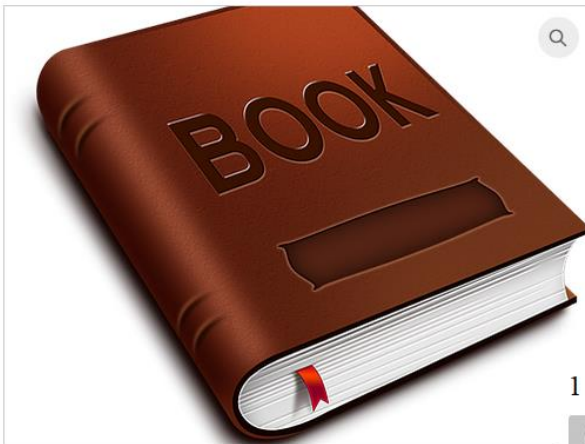


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This book provides in-depth analysis into how medicine is applied in today's industry and how surgeons can craft their skills in a demanding atmosphere.



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Chandra Matthews, Phillip Horton,
and Samuel Claxton

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