



MARMARA UNIVERSITY - FACULTY OF ENGINEERING

2017-2018 Fall

CSE4058 – Fundamentals of Electronic Commerce

COURSE DESCRIPTION FORM

Offering Department		Department of Computer Engineering		Technical Elective						
Course Code		CSE4058								
Course Name		Fundamentals of Electronic Commerce								
Language of Instruction		English								
ECTS		5								
Contact Hours		Theoretical (T): 3		Practice (P): 0		Laboratory(L): 0				
Pre-requisites										
Instructor		Name								
		E-mail								
Course Materials		Mandatory		Schneider, Gary, "Electronic Commerce", 12th Edition, Course Technology.						
		Recommended		Schafer, Steven M., "Web Standards Programmer's Reference: HTML, CSS, JavaScript, Perl, Python and PHP", First Edition, Wrox.						
Course Objectives		The objective of this course is to introduce e-commerce topics including e-commerce planning, e-commerce initiatives, marketing, legal aspects, web design and usability, implementation, payment systems and security.								
Course Content		Advantages and disadvantages of e-commerce. Internet and World Wide Web. Web client / server architecture and e-commerce application software. Design, availability and testing of websites. Preparing websites with HTML and CSS. Code development for client / server architecture with JavaScript and PHP. Introduction to MySQL and XML. E-commerce initiative planning. Website marketing, product and service promotions. E-commerce legislation. Paying system. Security of websites.								
Learning Outcomes		LO1		To be able to define e-commerce, its basic subjects, objectives and components.						
		LO2		To be able to design and code client-side software for e-commerce applications.						
		LO3		To be able to design and code server-side software for e-commerce applications.						
		LO4		To have information about advertising and promotional tools for products and services on e-commerce sites.						
		LO5		To have information about e-commerce legislation and security.						
Program Outcomes				LO1	LO2	LO3	LO4	LO5		
PO1		Adequate knowledge in mathematics, science (a) and computer engineering subjects (b) pertaining to the relevant discipline (1); ability to use theoretical and applied information in these areas to model and solve engineering problems (2).		1b	2	2	1b	1b		
PO3		Ability to design a complex system, process, device or product under realistic constraints and conditions, in such a way so as to meet the desired result (a); ability to apply modern design methods for this purpose (b).			a,b	a,b				
PO4		Ability to devise (a), select, and use (b) modern techniques and tools needed for engineering practice (1); ability to employ information technologies effectively (2).			1a,1b	1a,1b				
PO13		Knowledge of mathematics, basic sciences (a), computer science (b) and engineering sciences (c) required for the design and analysis of complex electrical and electronic devices, software and systems including hardware and software.		b	b	b	b	b		
Subjects (Knowledge, Skills and Behaviors), Contributions of Subjects to Learning Outcomes, Assessment Methods	No	Week	Subjects	LO1	LO2	LO3	LO4	LO5		
	S1	1-2	Introduction to E-commerce.	MF						
	S2	3	Planning E-commerce Initiatives.	MF						
	S3	4	On-line Payment Processes	MF						
	S4	5	Design, Availability and Testing of Websites.	MF						
	S5	6	Client-side Interface Design and Coding – Part 1: How WWW works, XHTML 1.0, CSS.		MF,P					
	S6	7	Client-side Interface Design and Coding – Part 2: Java Script.		MF,P					
S7	8	Server-side Engine Design and Coding - Part 1: Introduction to PHP Programming.			MF,P					

	S8	9	Server-side Engine Design and Coding - Part 2: Advanced PHP Programming and Introduction to MYSQL.			MF,P			
	S9	10	Server-side Engine Design and Coding - Part 3: Advanced MySQL.			MF,P			
	S10	11	Website Marketing, Product and Service Promotions.				MF		
	S11	12	E-commerce Legislation and Internet Law.					MF	
	S12	13-14	Security in E-commerce: Cryptography, Physical Security, Communications Security.					MF	
Assessment Methods and Weights	No	Type	Weight	Implementation Rule		Make-up Rule			
	MF	Midterm Final	70%	One closed-book midterm exam and one closed-book final exam are given		Marmara University regulations will be followed for make-up exams.			
	P	Project	30%	Two programming projects are given. Students are required to work in groups of two.		-			
	TOTAL			100%					
Determining Letter Grades	<ul style="list-style-type: none"> The letter grades will be determined based on the midterm and final exams and 2 projects. In order to determine the letter grade, a curve or catalog-based method will be followed based on the total average scores of the students. The final exam score and the total average score of the student must be at least 35 to pass the course. According to Marmara University Undergraduate regulations, the weight of the final exam must be at least 40 out of 100. 								
	Assessment		Midterm	Projects	Final	TOTAL			
Weight		30	30	40	100				
Teaching Method, Student Work Load	Time Applied by Instructor								
	No	Method	Explanation						Hours
	1	Lectures	Lectures are given in class using the board or via presentations. Example questions are solved to enhance the concepts.						14x3=42
	2	Problem Session/ Practice	Problems related to the course topics are solved on the board.						-
	3	Laboratory	Experiments are done in the laboratory or theoretical concepts covered during the lectures are practiced using computer exercises.						-
	4	Interactive Courses	Questions are asked to students during lectures and they are encouraged to guess the answers (peer learning is also in this category)						-
	5	Field Work	Students attend activities outside the campus.						-
	6	Midterm	Midterm exam is given during the midterm week.						2
	7	Final	Final exam is given during the final exam week.						2
	Estimated Time to be Allocated by a Student								
	8	Projects	The students carry out research about the problem given in the project, design and implement their solution and prepare a report.						2*17=34
	9	Homework	The students solve the problems given as homework.						
	10	Pre-class learning of Course Material	The students study and learn the new subjects from course materials.						0,5*42=21
11	Review of Course Material	Students review the course subjects from course materials to prepare for the exams and homework.						0,5*42=21	
12	Office Hour	Students ask questions to the instructor or the assistant during office hours.						3	
TOTAL							125		
Academic Honesty	Violations of scholastic honesty include, but are not limited to cheating, plagiarizing, fabricating information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.								
	In case academic dishonesty is observed, the first authority is the instructor of the course. The instructor may decide to give the student zero for the homework(s)/lab(s)/exam(s), give the letter grade FF, or may take disciplinary action.								