ECT 7010 Fundamentals of E-Commerce Technologies

Edited by Christopher C. Yang
Course Information

- **Time:**
  - Tuesday 7:00PM - 10:00PM

- **Venue:**
  - ERB 712

- **Lecturer:**
  - Prof. Christopher C. Yang
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- **Tutor:**
  - Chan Ki, Cecia
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- **Webpage:** http://www.aect.cuhk.edu.hk/~ect7010/
Course Description

• An overview of the principles of E-Commerce. The origin and growth of E-Commerce. Technologies that support the development of E-Commerce applications. Business models and strategies for E-Commerce.
Textbook

Textbook:

- Abhihit Chaudhury & Jean-Pierre Kuilboer
  e-Business and e-Commerce Infrastructure
  Technologies Supporting the e-Business Initiative
  McGraw-Hill, 2002
  ISBN: 0-07-247875-6

Reference book:

- M. Shaw, R. Blanning, T. Stratder, A. Whinston
  Handbook on Electronic Commerce
  Springer, 2000
  ISBN: 3-540-67344-X
Course Syllabus

1. Introduction of E-Commerce and E-Business
2. Networking and Communication Protocols
3. Network Security
4. Authentication and Encryption
5. Digital Payments and E-billing
5. Languages for E-Commerce – Extensible Markup Language (XML)
6. Web Searching and Knowledge Management
7. Web Mining and its Applications – Web usage mining, Web structure mining and Web content mining
8. Web Services
9. Customer Relationship Management
Assignments and Project

• 2 – 3 assignments (30%)
• Midterm examination (20%) – October 18
• Final examination (50%) – November 29