1 INTRODUCTION TO E-COMMERCE

Learning Objectives
Puma Loves Social, Mobile, Omni

1.1 E-commerce: The Revolution Is Just Beginning
   - The First 30 Seconds
   - What Is E-commerce?
   - The Difference Between E-commerce and E-business
   - Why Study E-commerce?
   - Eight Unique Features of E-commerce Technology
     - Ubiquity
     - Global Reach
     - Universal Standards
     - Richness
     - Interactivity
     - Information Density
     - Personalization/Customization
   - Social Technology: User Content Generation and Social Networking
     - Web 2.0: Play My Version
   - Types of E-commerce
     - Business-to-Consumer (B2C) E-commerce
     - Business-to-Business (B2B) E-commerce
     - Consumer-to-Consumer (C2C) E-commerce
     - Social E-commerce
     - Mobile E-commerce (M-commerce)
     - Local E-commerce
   - Growth of the Internet, Web, and Mobile Platform
   - Origins and Growth of E-commerce
   - Insight on Technology: Will Apps Make the Web Irrelevant?

1.2 E-commerce: A Brief History
   - E-commerce 1995-2000: Invention
   - E-commerce 2001-2006: Consolidation
   - E-commerce 2007-Present: Reinvention
   - Assessing E-commerce: Successes, Surprises, and Failures
   - Insight on Business: Rocket Internet
   - Predictions for the Future: More Surprises
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    Society: Taming the Juggernaut
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    Academic Disciplines Concerned with E-commerce
    Technical Approaches
    Behavioral Approaches

1.4 Case Study: The Pirate Bay: Searching for a Safe Haven

1.5 Review
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2 E-COMMERCE INFRASTRUCTURE: THE INTERNET, WEB, AND MOBILE PLATFORM

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Wikitude: Augment My Reality

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    The Internet: Key Technology Concepts
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    Transmission Control Protocol/Internet Protocol (TCP/IP)
    IP Addresses
    Domain Names, DNS, and URLs
    Client/Server Computing
    The New Client: the Mobile Platform
    The Internet Cloud Computing Model: Software and Hardware as a Service
    Other Internet Protocols and Utility Programs
    Internet Protocols: HTTP, E-mail Protocols, FTP, Telnet, and SSL/TLS
    Utility Programs: Ping and Tracert

2.2 The Internet Today
    The Internet Backbone
    Internet Exchange Points
    Campus Area Networks
    Internet Service Providers
    Intranets
    Who Governs the Internet?

2.3 The Future Internet Infrastructure
    Limitations of the Current Internet
    Insight on Society: Government Regulation and Surveillance of the Internet
    The Internet2® Project
    The First Mile and the Last Mile
3 BUILDING AN E-COMMERCE PRESENCE: WEB SITES, MOBILE SITES, AND APPS

Learning Objectives
The Financial Times: A Remodel for 21st Century Publishing Profitability

3.1 Imagine Your E-commerce Presence
- What’s the Idea? (The Visioning Process)
- Where’s the Money: Business and Revenue Model
- Who and Where is the Target Audience
- What Is the Ballpark? Characterize the Marketplace
- Where’s the Content Coming From?
- Know Yourself: Conduct a SWOT Analysis
- Develop an E-commerce Presence Map
- Develop a Timeline: Milestones
- How Much Will This Cost?

3.2 Building an E-commerce Presence: A Systematic Approach
- Planning: The Systems Development Life Cycle
- Systems Analysis/Planning: Identify Business Objectives, System Functionality, and Information Requirements
- System Design: Hardware and Software Platforms
- Building the System: In-house Versus Outsourcing
- Build Your Own versus Outsourcing
- Host Your Own versus Outsourcing
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- Testing the System
- Implementation and Maintenance
- Factors in Optimizing Web Site Performance

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   Personalization Tools
   The Information Policy Set

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   Planning and Building a Mobile Web Presence
   Mobile Web Presence: Design Considerations
   Mobile Web Presence: Performance and Cost Considerations
   Insight on Technology: Building a Mobile Presence

3.6 Case Study: Orbitz Charts Its Mobile Trajectory

3.7 Review
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4 E-COMMERCE SECURITY AND PAYMENT SYSTEMS

Learning Objectives
Europol Takes on Cybercrime with EC3

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   The Underground Economy Marketplace: The Value of Stolen Information
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6.4 Understanding the Costs and Benefits of Online Marketing Communications
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