


Discipline	E-commerce code: 46/47/48-11 8 semester – summer			
Specialty	Computer Science / Software and Internet Technologies			
ECTS credits: 8	Form of assessment: exam			
Lecturer	Professor Veneta Aleksieva /name/ Room 207-4E Phone: +359 383439 E-mail: valeksieva@tu-varna.bg			
Department	Computer Science and Engineering Department			
Faculty	Faculty of Computing and Automation			
Learning objectives: The subject "Electronic Commerce" aims to provide basic practical knowledge in the field of the principles of functioning, methods of building, managing and protecting electronic commerce systems. Legal issues and e-business strategies are addressed. Particular attention is paid to the technical aspects of the problems related to the methodology for the organization of e-commerce sites, organization and technology of payments on the Internet (Easypay, B-Pay, ePayVoice, Pay.egov.bg, etc.). The subject is based on the previous disciplines: "Web design", "Software technologies", "Computer networks" and others. The discipline has initial connections with diploma thesis design.				
CONTENTS:				
Training Area			Hours lectures	Hours seminar exercises

Topic 1. Strategies for electronic business. Strategic planning. Strategic alternatives. Developing an e-business strategy.	2	
Topic 2. Legal aspects of electronic commerce. Bulgarian legislation on electronic commerce, electronic payments and contracts on the Internet. Risks and ways to overcome them. Digital copyrights.	2	
Topic 3. Nature and architecture of electronic commerce systems. Types - B2B, B2C, B2G, C2C, m-commerce.	2	
Topic 4. Organization and technology of payments on the Internet. Requirements for electronic payments. Protection system.	2	
Topic 5. National electronic card payment systems - ePay.bg, Easypay, B-Pay, ePayVoice, Pay.egov.bg, eBG.bg, etc.	2	
Topic 6. Planning and designing an online business. Methodological questions and solutions in e-business. Indicators for evaluation of an e-object.	2	
Topic 7. Software provision of e-commerce systems. WEB-technologies for e-commerce. Application platforms for organizing e-objects.	2	
Topic 8. Technical provision of an e-commerce system. E-commerce servers. Communication networks for e-commerce.	2	
Topic 9. E-marketing. Role of social networks as a means of marketing and PR tools on the Internet. E-mail marketing. SEO. Blogs - a role.	2	
Topic 10. Peculiarities of Internet advertising. Types of ad formats. Measuring the effectiveness of Internet advertising.	2	
Topic 11. Online store. Specialized software tools for creating online stores.	2	
Topic 12. Security of e-commerce systems. CVE. Security of e-commerce communications. SSL and TLS. Privacy of personal data.	2	
Topic 13. E-trade with financial instruments. Cryptocurrencies. Metatrader.	2	
Topic 14. E-insurance	2	
Topic 15. E-government and e-administrative services	2	
Topic 1. Getting to know ready-made e-commerce platforms. Selection of a subject of activity for the individual task of developing the B2C e-commerce system. Competitive research.		3
Topic 2. Choosing a site design. Logo design and placement		3
Topic 3. Development of a product catalog - categories and subcategories. Main, accompanying and complementary products. Alternative products.		6
Topic 4. Search capabilities and filters		3

Topic 5. Discounts, promotions. Shopping cart. Ordering system and order status tracking		3
Topic 6. Electronic payments. Payment systems. PayPal		3
Topic 7. News. Email marketing		3
Topic 8. User feedback. Contact form. Chat with customers (chatra...)		3
Topic 9. Trade in financial instruments. Platforms for e-trading of financial instruments. Development of an expert trading system for financial instruments based on Meta Trader with Meta Quotes Language.		3
TOTAL: 60 h	30	30