

Discipline	E-COMMERCE		code: 46/47/48 - 11	<b>summer semester</b>
Specialty	Computer Science and Technologies			
ECTS credits: 6	Form of assessment: exam			
Lecturer	Assoc. Prof. Veneta Aleksieva, PhD Room 207-4 E Phone: +359 52 383 439 E-mail: valeksieva@tu-varna.bg			
Department	Computer Science and Engineering			
Faculty	Faculty of Computing and Automation			
<p>Learning objectives:</p> <p>The aims of the E-Commerce course are to give basic practical knowledge on the principles of functioning, methods of building, managing and protecting of the e-commerce systems. The tasks related to the legal framework and the e-business strategies are being considered. Particular attention is paid to the technical aspects of the issues related to the methodology of organizing e-commerce sites, organization and payment technology on the Internet (EasyPay, B-Pay, ePayVoice, Pay.egov.bg, eBG.bg, epay.bg,etc.). The subject is based on the previous courses: "Web Design", "Software Technologies", "Computer Networks", "Software Technologies on the Internet" and others. The subject gives possibilities to prepare the diploma project.</p>				
<b>CONTENTS:</b>				
Training Area			Hours lectures	Hours seminar exercises
E-Business Strategies. Methodological issues. Strategic planning. Strategic alternatives. Elaboration of an e-business strategy.			2	2
Legal aspects of e-commerce. Bulgarian legislation on electronic commerce, electronic payments and contracts on the Internet. Risks and ways to overcome them. Digital copyrights.			2	2
Architecture of e-commerce systems. Types - B2B, B2C, B2G, C2C, m-commerce.			2	2
Organization and Technology of Payments on the Internet. Requirements for electronic payments. Security system.			2	2
National payment systems with electronic cards - ePay.bg, Easypay, B-Pay, ePayVoice, Pay.egov.bg, eBG.bg and others.			2	2
Planning and Designing of Online Business. Methodological issues and solutions in the e-business. Indicators for e-Object Assessment.			2	2
Software for e-commerce systems. WEB- technologies for e-commerce. Application platforms for organizing e-sites.			2	2
Technical support of an e-commerce system. E-commerce servers. Communication networks for e-commerce.			2	2

E-marketing. The role of social networks as a means of marketing and PR tools on the Internet. Blogs. Email Marketing.	2	2
Features of Internet Advertising. Types of advertising formats. Measure advertising performance on the Internet.	2	2
Online Store. Dedicated software tools for creating online stores.	2	2
Online booking systems. Features.	2	2
Security of communications in e-commerce. Privacy of personal data.	2	2
Security and protection of e-banking systems. Protection of transactions in e-commerce. Cloud services for e-commerce	2	2
TOTAL: 60 h	<b>30</b>	<b>30</b>