Chapter 0: Welcome

M.sc. Văn Đức Sơn Hà
ha@cse.hcmut.edu.vn
Course outcomes

- Understand basic electronic commerce concepts
- Build interactive electronic commerce web and mobile applications
- Analyze and apply security technologies to electronic commerce sites
- Marketing Strategies
• Credits: 3
• W1: Introduction to electronic commerce
• W2: Electronic commerce environment
• W3: Customer Behavior Analysis
• W4,5: Digital Marketing
• W6: Basic cryptography
• W7: Payment
• W8: Server security
• W9: Mobile Commerce
• W10: New Technologies and Review
Presentation topics

- Topic 1: Successful E-C companies: Analysis
- Topic 2: Building an e-commerce site
- Topic 3: Pricing Issues
- Topic 4: Customer Behavior Analysis
- Topic 5: Customer Engagement
- Topic 6: Classical cryptography
- Topic 7: Side channel attack
- Topic 8: Digital Marketing
- Topic 9: SEO, PPC
- Topic 10: Email Marketing
- Topic 11: Affiliate Marketing
- Topic 12: Facebook Marketing
- Topic 13: Payment service providers
- Topic 14: Phishing
- Topic 15: Server security, Hacking
- Topic 16: Mobile Commerce
- Topic 17: Privacy in location based services
- ... (will be updated on the website)
• No midterm exam
• Presentation: 20%
• Assignment: 30%
• Final exam: 50%
  ◦ 60’: multi-choice & written
  ◦ Open-book (no laptop)
• **Missing any score => Fail the course, no exception!**
References:

- Assigned papers & online articles