



# **Undergraduate Studies**

## **CGS3845**

### **e-Commerce**

**Fall 2008**  
**3 Credit Hours**

*University of South Florida – Sarasota/Manatee*  
8350 North Tamiami Trail, Sarasota, FL 34243

## If You Have Not Taken COP4834 – Database-Driven Web Sites

The osCommerce framework that we will be using in this course is based on the (LAMP) or (W)AMP server environment. The acronym AMP stands for Apache, MySQL, and PHP. Most commercial ISP sites support this, but we need to have a test environment installed on our own PCs in order to be able to test our code locally.

We use this local test environment in the Database-Driven Web Site course (among others). So, chances are that if you have not taken that particular course, you won't have the test environment installed yet.

That being the case, you need to do two things:

1. You need a reference text for what was covered in that COP4834. I recommend that you get a copy of:

Janet Valade, *PHP & MySQL Web Development All-In-One Desk Reference for Dummies*. Wiley, 2008 ISBN-13: 978-0-470-16777-9.

I know, I know!! But, personally, I find the “for Dummies” series of books to be very useful at a certain level. And, in any case, Wiley is a reputable publisher!!

The first four (4) chapters of this book deal with the nitty-gritty of installing the test environment. People setting up servers need to worry about these things, but we know to move to Chapter 5 which covers point number 2.

2. Download and install XAMPP for Windows on whichever computer you will be using to implement the sample web site for this course.

You will want to get the “Windows installer” version of the download. Follow the instructions, and when it asks if you want to have Apache and MySQL installed as “services”, say “yes.”

Your download file is likely to be the new version 1.6.7 of XAMPP. I am currently testing this particular version on both Windows XP SP3 and Vista Home Premium to see if there are any issues with the installation. I will let you know if I find any glitches. (I didn't find any!!)

**University of South Florida – Sarasota/Manatee**  
**Course Syllabus – Fall 2008**  
(Revised: 08/22/08)

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<b>Course Number:</b>	<b>CGS3845</b>
<b>Classroom:</b>	TBA
<b>Course Name:</b>	<b>e-Commerce</b>
<b>Course Description:</b>	This course guides students in developing all the skills necessary to build an e-Commerce website, and make it available to a worldwide audience.
<b>Instructor:</b>	Dr. John Wiginton e-mail: <a href="mailto:wiginton@sar.usf.edu">wiginton@sar.usf.edu</a>
<b>Office Hours:</b>	TBA
<b>Required Materials:</b>	David Mercer, <i>osCommerce: Professional Edition</i> . Packt Publishing, 2005 ISBN1-904811-14-0  Janice Reynolds, <i>The Complete e-Commerce Book, 2<sup>nd</sup> edition</i> . CMPBooks, 2004 ISBN 1-57820-312-0.
<b>Suggested Reference Materials:</b>	Janet Valade, <i>PHP &amp; MySQL Web Development All-in-One Desk Reference for Dummies</i> . Wiley, 2008 ISBN-13: 978-0-470-16777-9.  Cristian Darie and Mihai Bucica, <i>Beginning PHP 5 and MySQL e-Commerce: From Novice to Professional</i> . Apress, 2005 ISBN 1-59059-392-8.  Monika Mathe, <i>Deep Inside osCommerce: The Cookbook</i> . Packt Publishing, 2006 ISBN 1-84719-090-1.  Vadym Gurevych, <i>osCommerce Webmaster's Guide to Selling Online</i> . Packt Publishing, 2007 ISBN-13: 978-1-847192-02-8.
<b>Prerequisites:</b>	CGS3823 – Web Design, COP4703 – Database Systems, and COP4834 – Data-Driven Web Sites are recommended.

<b>Course Goals:</b>	This course guides students in developing all the skills necessary to build an e-Commerce website (using the Open Source framework osCommerce), and make it available to a worldwide audience. The course content is presented through a running case study that adds features throughout the semester. Students will implement another e-Commerce web site as a term project.
<b>Performance Objectives:</b>	<p>On completion of this course, students will have learned how to:</p> <ul style="list-style-type: none"> <li>• Build an online product catalog that can be browsed and searched.</li> <li>• Implement the catalog administration pages that allow adding, modifying, and removing products, categories, and departments.</li> <li>• Create a shopping basket and check it out in PHP.</li> <li>• Handle payments (limited by not having a Merchant Account for use in the course).</li> <li>• Implement a customer accounts system.</li> <li>• Consider the use of add-ins to enhance functionality</li> </ul>
<b>Pre-Class Assignment:</b>	If you do not already have the XAMPP environment loaded on your computer, go to that web site and download and install the version appropriate for your computer. This is most likely to be the Windows “install” version. Install Apache and MySQL as “services” so they will start up when you boot your computer. For additional information, see Chapter 4 of the “...for Dummies” reference text.
<b>Attendance Policy:</b>	<p>Students are responsible for class attendance.</p> <p>Students who are accessing this course using Elluminate are also responsible for ensuring that they are able to log-in to Elluminate before the first scheduled session. Your Instructor does not provide technical support for Elluminate.</p>
<b>Religious Observances:</b>	Students who anticipate the necessity of being absent from class due to the observation of major religious holidays must provide written notice of the date(s) to the instructor by the second class meeting.
<b>Students with Disabilities:</b>	Students with disabilities are responsible for registering with the Office of Student Disabilities Services in order to receive special accommodations and services. Please

notify the instructor during the first week of classes if a reasonable accommodation for a disability is needed for this course. A letter from the USF Disabilities Office must accompany this request.

This requirement may be irrelevant to the on-line delivery of this course via Elluminate.

**Performance Evaluation and Grading**

Student performance will be evaluated based on, exercises and assignments, and successful completion of the Web site project.

The relative weights for each of these components in determining the final grade are as follows:

Exercises and Assignments	50%
Term Project	<u>50%</u>
Total	100%

A grade will be determined based on the total of possible points earned, as follows: A 90-100; B 80-89; C 70-79; D 60-69; F 0-59.

**Academic Dishonesty:**

In accordance with university guidelines as found in the USF Student Handbook, anyone found cheating during exams, submitting work that is not their own, plagiarizing or falsifying work that is submitted to represent work they have done shall receive an “F” grade with numerical value of zero on the item submitted, and the “F” shall be used to determine the final course grade. It is the option of the instructor to assign the student a grade of “F” or “FF” (the latter indicating dishonesty) in the course.

The instructor may use the “Turnitin.com” software to access potential plagiarism and precise obligation to reference all materials taken from electronic sources.

**Class Schedule:**

<b>Date</b>	<b>Topic</b>
<p><b>Week 1</b> (08/25)</p>	<p><b>Readings:</b>            Mercer – Chapter 1, “Introduction to e-Commerce with osCommerce”            Chapter 2, “Setting Up the Development Environment”            Reynolds – Chapter 1, “The e-Commerce Phenomenon”            Chapter 9, “e-Commerce Solutions”</p>
<p><b>Week 2</b> (09/01)</p>	<p><b>Labor Day – No Classes</b></p>
<p><b>Week 3</b> (09/08)</p>	<p><b>Readings:</b>            Mercer – Chapter 3, “How osCommerce Works”            Reynolds – Chapter 2, “Designing Your Website”            Chapter 8, “Infrastructure Software”</p>
<p><b>Week 4</b> (09/15)</p>	<p><b>Readings:</b>            Mercer – Chapter 4, “Basic Configuration”            Reynolds – Chapter 3, “The Devil is in the Details”            ..... Chapter 4, “Server Hardware”            Chapter 5, “Redundancy”            Chapter 6, “Connectivity”</p>
<p><b>Week 5</b> (09/22)</p>	<p><b>Readings:</b>            Mercer – Chapter 5, “Working with Data”</p>
<p><b>Week 6</b> (09/29)</p>	<p><b>Readings:</b>            Mercer – Chapter 5 (continued)            Reynolds – Chapter 11, “Quality Assurance”</p>
<p><b>Week 7</b> (10/06)</p>	<p><b>Readings:</b>            Mercer – Chapter 6 , “Customization”</p>

<p><b>Week 8</b> (10/13)</p>	<p><b>Readings:</b> Mercer – Chapter 6 (continued)</p>
<p><b>Week 9</b> (10/20)</p>	<p><b>Readings:</b> Mercer – Chapter 7, “Taxes, Payments, and Shipping”</p>
<p><b>Week 10</b> (10/27)</p>	<p><b>Readings:</b> Mercer – Chapter 8, “Securing Your Store” Reynolds – Chapter 7, “Security”</p>
<p><b>Week 11</b> (11/03)</p>	<p><b>Readings:</b> Mercer – Chapter 9, “Advanced Features” Reynolds – Chapter 10, “Adjunct Software”</p>
<p><b>Week 12</b> (11/10)</p>	<p><b>Readings:</b> Mercer – Chapter 10, “Tools, Tips, and Tricks” Reynolds – Chapter 17, “Customer Service” Chapter 18, “Logistics and Order Fulfillment”</p>
<p><b>Week 13</b> (11/17)</p>	<p><b>Readings:</b> Mercer – Chapter 11, “Deployment and Maintenance” Reynolds – Chapter 12, “Website Maintenance and Management” Chapter 14, “Web-Hosting Services”</p>
<p><b>Week 14</b> (11/24)</p>	<p><b>Readings:</b> Mercer – Chapter 12, “Building Your Business” Reynolds – Chapter 15, “Search Engines and Directories” Chapter 16, “Marketing Your Website” Chapter 19, “Final Thoughts”</p>
<p><b>Week 15</b> (12/01)</p>	<p><b>Term Project Presentations</b>  <b>Course Wrap-up and Evaluation</b></p>