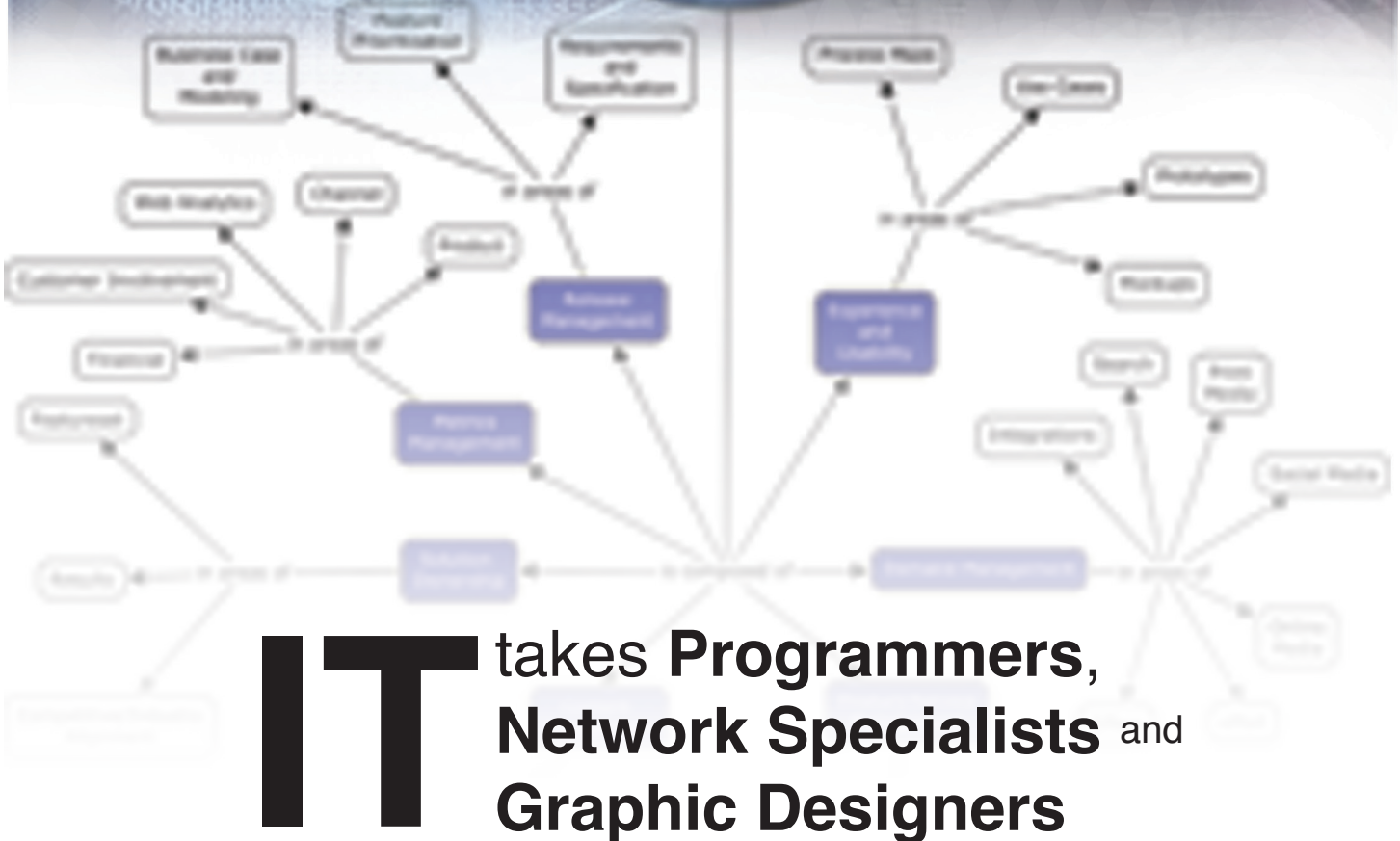


e-Commerce

# COM340



to build a successful e-commerce web site.



This course covers emerging online technologies and trends, and their influence on the electronic commerce marketplace.

Topics covered in COM340 e-Commerce include:

- How to plan for electronic commerce.
- Various revenue models and how to market on the Web
- Online auctions
- Various legal and ethical issues
- Important security issues such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud.

