



POST GRADUATE DIPLOMA IN INFORMATION SYSTEMS

MODULE ASSIGNMENT

M23.CIT 7201 - IT 501 Electronic Commerce Technologies

LECTURER

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1. Identify and explain any five ethical issues in electronic commerce.

Ethical Issues in Electronic Commerce:

- a. **Privacy and Data Protection:** One of the most significant ethical concerns in e-commerce is the collection, storage, and use of customer data. Companies must be transparent about their data practices and obtain explicit consent from customers to use their personal information. Failure to protect customer data can lead to breaches and misuse of sensitive information.
- b. **Security and Fraud:** E-commerce websites must ensure secure transactions and protect customers' financial information from potential hackers and cybercriminals. Failing to implement robust security measures can lead to financial losses, identity theft, and loss of trust among customers.
- c. **Labor and Supply Chain Practices:** Ecommerce companies often source products from various suppliers, potentially leading to ethical issues related to labor practices and supply chain transparency. Businesses must ensure that suppliers adhere to fair labor standards, combat forced labor, child labor, and unsafe working conditions. Ethical sourcing and responsible supply chain practices are important to address these concerns.
- d. **Fair Pricing and Advertising:** E-commerce businesses should avoid deceptive practices, false advertising, and price discrimination. Providing accurate product information and fair pricing to all customers is essential for building trust and maintaining customer loyalty.
- e. **Intellectual Property Rights:** E-commerce platforms may face ethical issues related to copyright infringement, trademark violations, and unauthorized use of intellectual property. Companies should respect intellectual property rights and obtain appropriate permissions for using copyrighted content.
- f. **Customer Manipulation and Deceptive Practices:** Ethical issues arise when ecommerce businesses employ manipulative tactics to deceive or manipulate customers. Examples include false advertising, hidden fees, or intentionally misleading product descriptions. Companies should practice transparency, provide accurate information, and avoid misleading customers to uphold ethical standards.
- g. **Environmental Impact:** E-commerce operations, including packaging, shipping, and energy consumption in data centers, can have an environmental impact. Companies should be conscious of their carbon footprint and adopt sustainable practices to reduce their ecological impact.

2. Expatiate the procedures of developing an ecommerce website.

Procedures for Developing an E-commerce Website:

- a. **Define Your Business Goals:** Clearly outline the purpose and objectives of your e-commerce website. Determine the products or services you plan to sell, your target audience, and your unique selling proposition.
- b. **Choose an E-commerce Platform:** Select a suitable e-commerce platform that aligns with your business needs. Popular options include Shopify, WooCommerce, Magento, and BigCommerce.
- c. **Design User Experience:** Create an appealing and user-friendly website design that aligns with your brand identity. Ensure intuitive navigation, easy product search, and a streamlined checkout process.
- d. **Product Catalog and Content:** Build a comprehensive product catalog with detailed product descriptions, high-quality images, and relevant information. Develop engaging content to attract and inform customers about your offerings.
- e. **Secure Payment Gateway:** Integrate a secure payment gateway to enable smooth and safe online transactions for customers. Work with reputable payment processors to ensure customer trust.
- f. **Implement Security Measures:** Strengthen the website's security with SSL certificates, encryption, and regular security audits to protect customer data and prevent cyberattacks.
- g. **Mobile Optimization:** Optimize the website for mobile devices to accommodate the increasing number of mobile shoppers.
- h. **Testing and Quality Assurance:** Thoroughly test the website for functionality, usability, and compatibility across different browsers and devices before launch.
- i. **Launch and Marketing:** Once the website is ready, launch it and implement marketing strategies to attract visitors and drive traffic to the site. Utilize SEO, social media, email marketing, and other promotional techniques.
- j. **Monitor and Improve:** Continuously monitor the website's performance, user behavior, and sales metrics. Use the data to make data-driven improvements and enhance the user experience.

3. Explain the different ecommerce layers and component

E-commerce Layers and Components:

- a. Presentation Layer: This layer is the front-end or user interface that customers interact with directly. It includes components like:
 - User Interface (UI): The graphical interface that allows users to navigate and interact with the website.
 - Web Pages: The HTML, CSS, and JavaScript code that define the layout and design of the website.
 - Multimedia Elements: Images, videos, and other media used to enhance the user experience.
 - Responsive Design: Ensuring the website adapts and displays correctly on various devices like desktops, tablets, and smartphones.
- b. Business Logic Layer: This layer handles the business processes and functionalities of the e-commerce application. Key components include:
 - Shopping Cart: A virtual cart that holds selected items for purchase during the shopping process.
 - Product Catalog: The database or repository of products and their attributes, prices, and availability.
 - Inventory Management: A system to track and manage product stock levels.
 - Payment Processing: Integrating with payment gateways to process customer transactions securely.
 - Order Processing: Managing the steps from order placement to delivery and tracking.
 - Pricing and Discounting: Handling pricing rules, discounts, and promotional offers.
- c. Data Layer: This layer deals with data storage, retrieval, and management. Components include:
 - Database Management System (DBMS): Software for storing, organizing, and retrieving data efficiently.
 - Customer Profiles: Storing and managing customer information, purchase history, and preferences.
 - Product Information: Storing detailed information about products, such as descriptions, images, and prices.
 - Order History: Maintaining records of past orders, invoices, and shipment details.