

Mid-Term Study Guide: MGMT 380b

E-Commerce: Chapters 1-14

PHP Bible: Chapters 1-6

10 March 2006

E-Commerce:

Difference between e-Business & e-Commerce
Differences between B2C & B2B e-Commerce
3-tier model of an e-Commerce system
Layers of the TCP/IP protocol
Relative speeds of different Internet access methods
Use & definition of DNS
Use & definition of URLs
Primary factors to consider when creating a web page
Difference between an HTML attribute's name and its value
Tags used to create a web page
How to create an ordered (numbered) and unordered list
Differences between relative and absolute links
How to insert an image into an HTML document
How to define a table cell
Use of the colspan & rowspan attributes in a table
Usage of a script in an HTML document
Different types and purposes of HTML input elements
Purpose of a "Cookie"
Purpose of RDBMS
Common SQL commands & their usage
Ways to track session information in web applications
3 security requirements for electronic commerce, their definitions, and methods for implementation
2 basic principles of encryption
Difference between public & private key encryption
Application of IPSec
Types & purpose of firewalls
Purpose & functions of SSL
The 4 C's payment methods
Alternative payment methodologies
Benefits of e-Retailing (from the Customer's perspective)

Features of e-Retailing websites
E-Commerce system design process
B2B business models
Types of e-Services
Forward vs. reverse auctions
Traditional advertising media
Internet advertising techniques
Origin of term Spam
Search engine optimization techniques
Generalized vs. targeted advertising methods
How to create an HTML table with a specific layout

PHP

Why PHP?
How to "escape" into PHP mode
Including external files
Case-sensitivity within PHP
Proper expression syntax
Statement blocks
Comment syntax
Variable format
Variable scope
Output constructs
String evaluation
8 PHP data types
If & Switch constructs
For constructs
Defining your own functions
Function argument reference types
Using variable argument specifications