



Faculté Privée des  
Sciences de Gestion

**UNIVERSIAPC**  
Université Internationale d  
جامعة الدولية لكادير

Subject : **E-Commerce**

**Coefficient: 5**

Professor: **M. BEN ALILOU Ismail**

**Semester 6**  
**2025-2026**

**Level L3 Day**

**Prerequisites:** Graphic Design.

### **1 “ Concepts and Skills to Acquire**

This course aims to provide students with the theoretical and practical foundations of E-Commerce, directly linked to current issues in digital marketing and commercial management. At the end of the course, students will be able to master the following concepts:

- Definition and evolution of e-commerce (B2C, B2B, C2C, D2C, marketplace).
- E-commerce ecosystem: players, platforms, logistics and payment service providers.
- E-commerce business models (dropshipping, subscription, marketplace, omnichannel).
- Digital customer journey and user experience (UX/UI) applied to e-commerce.
- Traffic acquisition strategies (SEO, SEA, social media, emailing).
- E-commerce performance indicators (KPIs, conversion rate, average cart value, ROI).
- Legal and regulatory framework for electronic commerce.

### **2 “ Skills to Develop**

This module aims to develop the following skills:

#### **Technical Skills**

- Understand the functioning of an online store and its essential components.
- Manipulate the main e-commerce tools (CMS, payment solutions, analytical tools).

- Analyze data from e-commerce platforms (traffic, sales, customer behavior).
- Understand the basics of natural (SEO) and paid (SEA) search engine optimization.
- Identify technical levers for optimizing online commercial performance.

### **Analytical and Strategic Skills**

- Analyze the digital market and online consumer behavior.
- Develop an e-commerce strategy consistent with the company's marketing objectives.
- Evaluate the performance of an e-commerce site using relevant indicators.

### **Organizational and Collaborative Skills**

- Work in teams on e-commerce projects (case studies, simulations).
- Organize and plan the stages of an electronic commerce project.
- Develop a professional posture adapted to digital and commerce professions.

### **Ethical and Civic Skills**

- Understand issues related to personal data protection and privacy.
- Integrate principles of transparency, trust, and responsibility in e-commerce.
- Identify ethical risks related to digital practices (misleading advertising, data exploitation).

## **3- Reference Books**

- **Core virtual library textbook:** <http://international.scholarvox.com>. "Comment concevoir, réaliser et piloter votre site" (How to design, create, and manage your site).  
**Author(s):** Pelet, Jean-Maurice. **Publisher:** Dunod. **Year:** 2018. **Pages:** 239..
- **Laudon, K.C. & Traver, C.G.** "E-Commerce 2023-2024: Business. Technology. Society. 18th Edition, Pearson. PDF: [https://course-e-commerce.pages.dev/book/Laudon\\_Traver\\_E-Commerce\\_2023-2024\\_18th.pdf](https://course-e-commerce.pages.dev/book/Laudon_Traver_E-Commerce_2023-2024_18th.pdf)

## **4- Module Content**

### **Session 1: Evolution of Marketing in the Digital Age**

- **Session Objectives :**
- Understand the evolution of marketing from traditional approaches to digital marketing.
- Identify the technological and behavioral factors that have favored this transformation.
- **Session Content :**
- Traditional marketing: characteristics and limitations.
- Transition to digital marketing and data-driven marketing.

- Evolution of connected consumer behavior.
- Place of e-commerce in modern marketing strategies.
- **Target Skills :**
- Analyze marketing transformations over time.
- Position e-commerce within a global marketing strategy.
- **Required Reading :**

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Ã%oric  
 Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 10 to 25.

## **Session 2: Introduction to E-Commerce**

- **Session ObjectivesÂ :**
- Define e-commerce and its economic and marketing issues.
- Understand the overall ecosystem of electronic commerce.
- **Session Content :**
- Definition and history of e-commerce.
- E-commerce players (companies, consumers, intermediaries).
- Advantages and limitations of electronic commerce.
- Current trends in e-commerce.
- **Target SkillsÂ :**
- Understand the foundations of electronic commerce.
- Identify the opportunities and constraints of e-commerce for the company.
- **Required Reading :**

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Ã%oric  
 Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 26 to 40.

## **Session 3: E-Commerce Models (B2B, B2C, C2C, D2C)**

- **Session ObjectivesÂ :**
- Distinguish the main e-commerce models.
- Understand their marketing and commercial specificities.
- **Session Content :**
- Presentation of B2B, B2C, C2C, and D2C models.
- Comparison of commercial and marketing logics.
- Concrete examples of platforms and companies.
- **Target SkillsÂ :**
- Identify the e-commerce model suitable for a given activity.
- Analyze commercial strategies according to the type of e-commerce.
- **Required Reading:**

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Ã%oric  
 Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 41 to 56.

## **Session 4: E-Commerce Platforms and Players**

- **Session ObjectivesÂ :**
- Discover the different e-commerce platforms.

- Understand the role of marketplaces and merchant sites
- **Session Content** :
- Proprietary e-commerce platforms vs marketplaces.
- Presentation of the main market platforms.
- Criteria for choosing an e-commerce platform.
- **Target Skills** :
- Compare available e-commerce solutions on the market.
- Choose a platform suitable for a commercial project
- **Required Reading** :

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Å%oric  
 Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 57 to 70.

### **Session 5: Hosting, Domain, and Domain Name**

- **Session Objectives** :
- Understand the technical basics necessary for putting an e-commerce site online.
- Identify the different types of web hosting.
- **Session Content** :
- Concepts of hosting, domain, and domain name.
- Different types of hosting (shared, VPS, dedicated).
- Choosing a domain name: strategic and technical issues.
- **Target Skills** :
- Understand the technical fundamentals of a website.
- Choose hosting and a domain name suitable for a project.
- **Required Reading** :

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Å%oric  
 Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 71 to 90.

### **Session 6: Introduction to CMS (Content Management System)**

- **Session Objectives** :
- Understand the concept of CMS and its importance in e-commerce.
- Discover different content management solutions.
- **Session Content** :
- Definition and usefulness of a CMS.
- Presentation of the main CMS (WordPress, Prestashop, Magento).
- Advantages and disadvantages of each CMS.
- **Target Skills** :
- Identify the key functionalities of an e-commerce CMS.
- Compare different content management solutions.
- **Required Reading** :

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Å%oric  
 Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 91 to 106.

### **Session 07: Midterm Exam.**

## Session 08: WordPress and the Plugin Ecosystem

- **Session Objectives** :
- Discover WordPress as a website creation solution.
- Understand the role of plugins in extending functionalities.
- **Session Content** :
- Presentation of WordPress.
- Themes and plugins: roles and examples.
- Advantages of WordPress for e-commerce.
- **Target Skills** :
- Understand the architecture of WordPress.
- Identify essential plugins for a merchant site
- **Required Reading** :

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Ã%oric  
Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 107 to 131.

## Session 09: WooCommerce: Creating and Managing an Online Store

- **Session Objectives** :
- Understand how WooCommerce works.
- Discover the main functionalities of an online store.
- **Session Content** :
- Presentation of WooCommerce.
- Product, order, and payment management.
- Advantages and limitations of WooCommerce.
- **Target Skills** :
- Understand the operational management of an e-commerce site.
- Analyze the functionalities of an open-source e-commerce solution.
- **Required Reading** :

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Ã%oric  
Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 132 Ã 147.

## Session 10: Shopify and Turnkey E-Commerce Solution

- **Session Objectives** :
- Discover Shopify as a SaaS e-commerce solution.
- Compare Shopify with open-source solutions.
- **Session Content** :
- Presentation of Shopify.
- Main functionalities and business model.
- Shopify / WooCommerce comparison.
- **Target Skills** :
- Compare different e-commerce solutions.
- Choose a solution suitable for the company's objectives.
- **Required Reading** :

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Ã%oric  
Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 148 to 160.

## **Session 11: Security and Trust in E-Commerce**

- **Session Objectives** :
  - Understand online security issues.
  - Identify risks related to electronic commerce.
- **Session Content** :
  - Online payment security.
  - Personal data protection.
  - SSL certificates, cybersecurity, and best practices.
- **Target Skills** :
  - Identify e-commerce security risks.
  - Integrate security into an e-commerce strategy.
- **Required Reading** :

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Marc  
Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 161 to 180.

## **Session 12: Trends and Perspectives in E-Commerce**

- **Session Objectives** :
  - Identify future developments in e-commerce.
  - Understand the impact of new technologies.
- **Session Content** :
  - Mobile commerce and social commerce.
  - Artificial intelligence and personalization.
  - Omnichannel and customer experience.
- **Target Skills** :
  - Analyze e-commerce trends.
  - Anticipate developments in the digital market.
- **Required Reading** :

Core textbook from virtual library: <http://international.scholarvox.com>. "How to design, create and manage your site." Author(s): Pelet, Jean-Marc  
Publisher: Dunod Year of Publication: 2018 pages: 239. Pages 181 to 200.

## **Session 13: E-Commerce Synthesis Case Study**

## **Session 14: Final Exam**

### **5. Organization of Activities**

The course is based on an integrated pedagogical approach combining theoretical teaching, practical work, and case studies, in order to ensure an in-depth understanding of the concepts covered. Students will participate in simulations and carry out applied projects, allowing them to concretely mobilize acquired knowledge. Furthermore, regular exchanges with industry professionals will enrich the learning process and promote a better understanding of e-commerce realities.

### **6. Description du projet final**

As part of the end-of-module project, students will be required to design, develop, and optimize an e-commerce site for a real or fictitious company. This project aims to mobilize all the theoretical and practical knowledge acquired throughout the course, with emphasis on commercial performance, user experience, and strategic coherence.

The project consists of the following deliverables:

**- E-commerce Project Development:** design and operational implementation of a functional online store, including platform selection, catalog structuring, payment method integration, as well as performance and user experience optimization.

**- Final Presentation:** oral presentation of the e-commerce project, allowing evaluation of the student's ability to justify their technical and strategic choices, as well as their mastery of concepts covered during the course.

## 7. Module Grades

### Required Elements % Evaluation Elements

- Final Exam (Session Project): 50% \*
- PowerPoint Presentation 5%
- E-Commerce Site Presentation 45%
- Midterm Exam : 20% \*
- Assignments to submit : 10%
- Reading tests : 10%
- Participation : 5%
- Attendance : 5% \* (see regulations)

100%