**E-commerce (ECTS credits: 5)**

Language: the course is offered in English, Serbian and Hungarian.

**Course description:**

The course covers the theoretical and applicative advanced usage of PHP programming language in the field of web development and e-commerce. Main topics in this course are basic forms of e-commerce, promotion and marketing on websites, advanced usage of PHP programming language, security of web applications, MVC development pattern, forms of EDI (electronic data interchange), SEO (search engine optimization) techniques, web tools for analytics, and usage of MySQL databases.

**Aims:**

To educate the students to acquire the theory and practical application in the field of e-commerce, to develop and implement dynamic, secure and optimized web pages, and to use a web database and other modern web programming approaches.

**Learning outcomes:**

After completing the course the student should be able to:

* Independently create complex web applications using proper security methods and techniques.
* Understand and acquire knowledge in the field of advanced web programming, working with a web server and web databases
* Understand and acquire knowledge of e-commerce (types, communication), internet promotion methods