E-Commerce

Introduction

1. This course provides an introduction to e-commerce principles, theories, technologies and applications. It gives an overview of the impact of new technologies on commercial paradigms and practices, legal issues and business ethics. The aim of the course is to equip students with a range of business skills needed to implement and manage e-commerce solutions in a business environment.

2. Course Objectives

a. Provide course participants with an understanding of the network economy as an ongoing and complex system that is invented, constructed and modified.

b. Evaluate contemporary ideas on the relationship strategy in the digital economy and firm success.

c. Evaluate the strategic opportunities and threats presented by the convergence of information and business success.

d. Examine the managerial, organizational and operational implication of competing in a digital economy.

3.Learning Outcomes

Upon completion of course students should be able to:

a. Explain how electronic commerce can be used to create a competitive advantage for an organization.

b. Analyse the strengths and weaknesses of different business models related to B2B and B2C electronic commerce.

c. Develop and analyse a business case and identify strengths and weaknesses in the organization's e-commerce strategy.

d. Understand e-commerce mechanisms, infrastructure and tools.

e. Understand many technical, ethical, and policy issues in electronic commerce (e.g., data mining, security, privacy, and intellectual property rights) as well as how individuals, organizations, and policy makers are addressing these problems.

4. Course Contents

a. Overview of E-commerce

b. The digital world, Economy, and organizations

c. E-Commerce drivers & changing business environment

d. Rethinking strategy in a networked world

e. Strategy and Business model: What's the difference?

f. E-Commerce business models

g. E-Marketplaces

h. Online retailing and Services

i. B2B Commerce

j. E-government, E-learning, C2C E.C applications

k. Project Proposal Discussions

l. E-Supply chains & Collaborative commerce

m. Mobile commerce

n. Electronic Payment Systems

o. E-Commerce Security & Privacy

5. Text book and Reference books:

a. Electronic Commerce 2010, A managerial perspective. 6th ed, by Turban, King, Lee, Liang, Turban. Pearson Publishing