Course Details:

Course Title: Electronic Commerce   **Credit Hours:** 3

Course Code: CS-444   **Pre-requisite:** N/A

Course Description:

This course introduces e-commerce principles, theories, technologies and applications. The course covers both the theoretical concepts of e-business strategy and operation, as well as their practical implications in e-business practice. The course throws lights on management and organizational issues related to electronic commerce, such as business models for B2B or B2C e-commerce, technology infrastructure, electronic payment mechanisms, information privacy, and competitive advantage. It gives an overview of the impact of new technologies on commercial paradigms and practices, legal issues and business ethics. It also looks into the current business and technology trends including the individual, business and societal implications of e-commerce. The course makes extensive use of case studies and gives students the opportunity to come up with innovative e-commerce solutions by designing and implementing e-business models.

Course Learning Outcomes:

1. **CLO 1.** *Summarize* e-commerce concepts, technologies, models and platforms.
2. **CLO 2.** *Apply* knowledge of e-commerce theory and practice to business in local and global environments.
3. **CLO 3.** *Develop an* e-Business Model for an innovative idea in teamwork with their group members.
4. **CLO 4.** *Take part in* written reports for their e-commerce solutions.

Required Course Material:

Textbook (s)

E-Commerce 2020-21: Business, Technology and Society, Global Edition. Kenneth C. Laudon, Carol Traver, New York University.

Reference Book (s)

Electronic Commerce 2018, A managerial perspective. 9th ed, by Turban, King, Lee, Liang, Turban.   Pearson.

Other Material:

Will be uploaded on LMS for each lecture accordingly

Weekly Schedule:

Week	Lecture No. and Topic	Preparation Material	Session Outcomes
1	**LECTURE 1:** Overview of Ecommerce	Chapter#1 (Laudon et al.)	**CLO 1**
2	**LECTURE 2:** Types of Ecommerce	Chapter# 1 and 2 (Laudon et al.) Aurora Article: Trends in ecommerce in Pakistan **Project Groups**	**CLO 1**

3	**LECTURE 3:** Major B2C Business Models	Chapter#2 (Laudon et al.) <mark>QUIZ 1</mark> **Case Discussion:** Australia's Canva Grows/ **Case Discussion:** Amazon Food	**CLO 1** **CLO 2**
4	**LECTURE 4:** Major B2B Business Models	Chapter#12 (Laudon et al.) **Case Discussion:** Social Commerce How Pinduoduo and Instagram Challenge Alibaba and Amazon in Ecommerce	**CLO 1**
5	**Guest Lecture –** Ecommerce entrepreneurial journey		**CLO 1**
6	**LECTURE 6:** Building an Ecommerce Presence	Chapter#4 (Laudon et al.) **Case Discussion: The Rise of Mercado Libre**	**CLO 1**
7	**LECTURE 7:** Introduction to Web Development	**Lab Activity** Introduction to web Technologies (HTML, CSS, JS, Framework) What is Frontend, Backend, Full stack)	**CLO 2**
8	**LECTURE 8:** Web Development Tutorial (Shopify/WordPress)		**CLO3**
9	**Midterm Exam**		
10	**LECTURE 9:** Ecommerce Marketing and Advertising	Chapter#6 (Laudon et al.) **Class Activity** Facebook and Insta Business Page Development <mark>QUIZ 2</mark>	**CLO 1** **CLO 2** **CLO 3**
11	**LECTURE 10:** Ecommerce Marketing and Advertising	Chapter#6 (Laudon et al.) **Class Activity** Facebook Ad/Google Ads	**CLO 1**
12	**LECTURE 11:** AI and Digital Marketing	Chapter# 7 (Laudon et al.) **Class Activity** Prompt Engineering for Digital Marketing Campaign	**CLO 1** **CLO 3**
13	**LECTURE 12:** Search Engine Optimization Google Analytics	(Laudon et al.) <mark>QUIZ 3</mark> **Class Activity** Website performance testing and monitoring	**CLO 1** **CLO 2**

14	**LECTURE 13:** Ecommerce Security and Payment Systems	Chapter# 5 (Laudon et al.) **Deliverable 1: Project Reports Due on Qalam**	**CLO 1**
15	Students' Presentations and Viva		
16	Students' Presentations and Viva		**CLO 3, 4**
17		**BUFFER WEEK**	
18	**FINAL EXAM WEEK**		