

Faculty of Economics & Business (FEB)

Course Code	EBS 2053
Course Title	E-Commerce (3 credits)
Facilitator	Puan Asleena Helmi
Course Synopsis	<p>The EBS 2053 is an intermediate course to the students on the ideas and concept in a digital work environment. It focuses on basic concepts on how electronic commerce is utilized in an organization. Topics ranges from the strategic role of EC to the application of technology within an organization with emphasis on technological and managerial issues. The technological aspect covers on understanding Internet infrastructure to utilizing e-business applications. While the managerial issue focuses on the digital economy, behaviour, strategy, ethics and globalization to ensure a collaborative and effective approach to e-commerce.</p>
Course Status	Core Subject
Targeted Group	Year 2 Semester 2 (New Curriculum)
Learning Objectives	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none">• Develop an understanding of information interchange between individuals using electronic agents including internet functions and facilities• Create or discover ways of using “information highways” and exploiting electronic communications to improve business processes and to facilitate international trade• Participate in the online discussions concerning topics discussed in the course• Develop the skill to use electronic communication facilities as research tools for information retrieval and exchange
Course Delivery	1-hour lecture 1-hour tutorial (virtual class)
URL for EBS 2053	http://groups.vahoo.com/group/virtualgroupebs2053

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Content

1. Introduction to E-Commerce
 - Definitions
 - Types of EC
 - Managerial Perspective of EC
 - Benefits and Limitations
2. Internet Consumers and Market Research
 - Customer Relationships
 - Analysing consumer behaviour model
 - Internet marketing
 - Market Research
3. Infrastructure for EC
 - Network Protocols
 - Types of Internet Protocols
 - Internet Security
 - Outsourcing versus In sourcing
 - Web audits
4. B2B E-Commerce
 - Why B2B?
 - Features of B2B
 - Identifying models of B2B
 - Integration with Enterprise Resource Planning (ERP)
 - E-marketing in B2B
 - Managerial Issues
5. E-Commerce within Service Industries
 - Travel and tourism services
 - Electronic job markets
 - Types of E-intermediaries
 - Opportunities and challenges
6. Advertising in E-Commerce
 - Why Internet advertising?
 - Comparing traditional and Net advertising
 - Types of Net advertising & methods
 - Advertising strategies
 - Economics & Effectiveness of Net advertising
7. Intranet & Extranet
 - Architecture of Intranet & Extranet
 - Applications & Elements of Intranet & Extranet

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8. Web site management
 - Web-cycle Development
 - Building web pages
 - Rationale behind web presence
9. EC Strategy & Implementation
 - Strategic Planning for EC
 - Identifying critical analysis for EC
 - Industry & competitive analysis
10. Economics, Global and other Issues
 - Issues in digital economy
 - Impacts on industry structure, intermediaries and others
 - Virtual communities
 - Global EC
 - EC & Small Medium Enterprises (SME's)
 - Future of EC

Evaluation	Participation & tutorial	10%
	Group Project	20%
	Mid-Semester	30%
	Final Semester Exam	40%
	Total	<u>100%</u>

Main Texts: Turban, Lee, King and Chung, "E-Commerce: A Managerial Perspective", Prentice Hall 2000.

Recommended
References:

- 1) Kalakota. R & Whinstons. A "E-Commerce: A Manager's Guide", Macmillan Tech Publishing, 1998.
- 2) Choi, Stahl & Whinston, "The Economics of E-Commerce", 1997.
- 3) Daniel Amor, "The E-business Revolution" Hewlett Packard 2000.