

Course number and name: 430CIS-3 Electronic Commerce

Credits and contact hours: 3 crs.; 5hrs (2hrs theory, 2hrs Lab and 1 hr. Tutorial)

Course Coordinator's name: Dr. Shah Murtaza Al Masud.

Text book, Title, Author, and Year: Electronic Commerce 2010, A Managerial Perspective, Prentice Hall, (latest edition). Efraim Turban, Jae Lee, David King and Michel Chung

a. Supplemental Materials: None

Specific Course Information

- a. Catalog Description:** This course begins with the historical review and current applications of the World Wide Web (WWW) and the Internet. WWW and Internet technology infrastructure: languages, hardware web, server platforms, various software tools, and protocols used to develop web-based applications adopted by profit and nonprofit organizations throughout the world. E-business models: business-to-business, and business-to consumer, etc... E-business applications: e-government, e-commerce, e-payment, mobile commerce, e-banking, e-jobs, e-learning, e-advertisement, etc.. E-business management: e-business projects management, risk management in e-business, e-commerce and supply chain management, e-commerce and customer asset management, etc. Strategic trends in developing e-business systems: Web-based marketing strategies and models, public policies and legal issues of privacy, security issues, steps necessary for an enterprise to formulate an overall e-business strategy.
- b. Required, Elective, or Selected elective:** Required

Specific Goals for the Course

- c. Specific Outcomes of the Instruction:**
- Define the basic terminologies of E-commerce.
 - Distinguish different types of E-commerce business relationships.
 - Explain different issues of E-commerce management.
 - Analyze features related to E-payments and E-commerce security.
 - Evaluate different trends of E-Commerce applications.
- d. Students Outcomes Addressed by the Course:** a, b, i, j

Brief List of Topics to be Covered

- OVERVIEW OF INTERNET TECHNOLOGY INFRASTRUCTURE
- OVERVIEW OF ELECTRONIC COMMERCE
- E-MARKET PLACES: MECHANISMS, TOOLS AND IMPACTS OF E-COMMERCE.

- RETAILING IN ELECTRONIC COMMERCE: PRODUCTS AND SERVICES
- CONSUMER BEHAVIOR, INTERNET MARKETING, AND ADVERTISING
- BUSINESS-TO-BUSINESS E-COMMERCE
- E-SUPPLY CHAINS, COLLABORATIVE COMMERCE, AND CORPORATE PORTALS
- INNOVATIVE EC SYSTEMS,
- E-COMMERCE SECURITY
- E-COMMERCE PAYMENT SYSTEMS