Title: E-Commerce
Code: DMC-411
Semester: 8th
Rating: 3 Credit Hours

DMC-411: E-Commerce   3 Cr. Hrs

Course Description:
This course will develop the skills of students in e-commerce. Course develops skis in developing trade on Alibaba, amazon, shopify and upwork. The processes of e-commerce and revenue processes will be discussed in detail.

Learning Outcomes:
The student will be able to
- Develop the skills in e-commerce on amazon, Alibaba and shopify.
- Learn the application of various business models on platforms.
- Learn the different techniques for product hunting.
- Develop skills in inventory management and payment methods.

Course Contents:
1. E-commerce fundamentals
2. The Development of E-commerce
3. E-commerce Infrastructure: The Internet, web, apps and mobile platforms
4. B2B and B2C frameworks and processes
5. E-commerce retailing and services
6. Online communities
7. Supply chain management
8. Inventory management
9. Revenue models
10. Brand leveraging strategies
11. Niche development
12. Sourcing
13. Product hunting
14. E-commerce Security Issues
15. E-commerce Security Requirements
16. E-Commerce Legal Considerations
17. E-Commerce Implementation Cost
18. Customer Service Expectations of the E-commerce Experience
19. Ethical, social, and political issues in E-commerce
20. Online payments & payment gateways
21. E-commerce Content Management System like Shopify, WooCommerce, etc.
22. Building an online store
23. Understanding Facebook Market place, building shop on Facebook and Instagram
24. Understanding major Ecommerce platforms like Amazon, AliExpress, etc.
25. Fundamentals of Amazon marketing, FBA, and Virtual Assistance

Suggested Readings:
- Korper, S. & Ellis, J. (2000). The E-Commerce Book: Building the E-empire. Boston: Academic Press
- Brodie, J. C. (2019). Amazon Affliate Marketing - the Secret E-Commerce Passive Income That Noone is Talking About. California: Amazon Digital Service.
- Brand, W. G. J. (2020). E-Commerce Business Model 2020. NY: Independently Published.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations

4. Students LED Presentation
5. Thought Provoking Question

<u>Assignments:</u>

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

<u>Assessment and Examinations:</u>

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.