

Program	BS Business Education
Semester	3rd
Credit Hours	3
Pre-requisite	None
Course Title	BSBE 312 E-Commerce
Introduction	Students examine how the internet is rapidly becoming one of the primary communication, marketing, and commercial medium for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans. Topics include an overview of electronic commerce; e-marketplaces including auctions and portals; online marketing and consumer behaviour; business-to-business e-commerce; e-government; e-learning; social networks; search engine maximization; e-commerce security; payment solutions and order fulfillment; e-commerce security; e-commerce strategy and global issues; legal, ethical and tax issues; and launching an e-commerce business.
Learning Outcome	Upon successful completion of this course, students will be able to: <ol style="list-style-type: none"> 1. Outline a basic model of the internet technology infrastructure 2. Assess e-commerce strategies and applications, including online marketing, e-government, e-learning and global e-commerce 3. Discuss the significance of Web 2.0 content and social networks in e-commerce 4. Differentiate electronic marketplaces and give examples of e-tailing products and services 5. Compare B2B and B2C e-commerce strategies, including market segmentation 6. Categorize advantages and disadvantages of different online payment options 7. Discuss common legal, ethical and tax issues in e-commerce 8. Use the knowledge of online security issues to assess existing websites 9. Use the knowledge of the major e-commerce revenue models to evaluate existing websites
Course Content	Overview of Electronic Commerce (EC) <ul style="list-style-type: none"> • Definition of electronic commerce (EC) its various categories. • Content and framework of EC. • Major types of EC transactions. • Digital revolution as a driver of EC. • Business environment as a driver of EC. • EC business 97 models.

	<ul style="list-style-type: none"> • Benefits of EC to organizations, consumers, and society. • Limitations of EC. • Contribution of EC to organizations responding to environmental pressures. <p>E-Commerce Infrastructure</p> <ul style="list-style-type: none"> • Define e-marketplaces and their components. • Major types of e-marketplaces • Types of EC intermediaries and their roles. • Electronic catalogs, shopping carts, and search engines. • Types of auctions • Benefits, limitations, and impacts of auctions. • Bartering and negotiating online • M-commerce • Liquidity, quality, and success factors in e-marketplaces • Economic impact of EC • Competition in the digital economy • Impact of e-marketplaces on organizations <p>Business Models and E-commerce</p> <ul style="list-style-type: none"> • Electronic retailing (e-tailing) and its characteristics • Primary e-tailing business models • Operations of online travel and tourism services • Online employment market • Online real estate services • Online stock-trading services • Cyber-banking and online personal finance • On-demand delivery by e-grocers • Delivery of digital products and online entertainment • Etail consumer aids, including comparison-shopping aids • Critical success factors and failure avoidance tactics for direct online marketing and e-tailing • Re-intermediation, channel conflict, and personalization in e-tailing <p>E-commerce Strategy</p> <ul style="list-style-type: none"> • Factors influencing consumer behavior online • Decision-making process of consumer purchasing online • One-to-one relationships with customers • Online personalization
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	<ul style="list-style-type: none"> • Issues of e-loyalty and e-trust in EC • Consumer market research in EC • Internet marketing in B2B • Objectives of Web advertising and its characteristics • Advertising methods used on the Web • Online advertising strategies and types of promotions • Permission marketing, ad management, localization • Intelligent agents in consumer issues and advertising applications. <p>Supply chain Management and E-Commerce</p> <ul style="list-style-type: none"> • E-supply chain and its characteristics • Supply chain problems and their causes • Solutions to supply chain problems provided by EC • Collaborative planning and Collaboration, Planning, Forecasting, and Replenishing (CPFR) • Intra business EC and its major activities • Integration along the supply chain • Corporate portals and their types and roles • E-collaboration tools such as workflow software and groupware <p>Innovative EC Systems</p> <ul style="list-style-type: none"> • E-government to citizens (G2C) to businesses (G2B) and to others • E-government initiatives • Online publishing, e-books, and blogging • E-learning and virtual universities • Knowledge management and dissemination as an e-business • C2C activities • Peer-to-peer technology in intra business, B2B, and C2C <p>E-commerce security and control</p> <ul style="list-style-type: none"> • Trends in computer and network security attacks • Common security practices of businesses of all sizes • Elements of EC security • Types of network security attacks • Managing security in Organizations
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	<ul style="list-style-type: none"> • Major technologies for securing EC communications • Major technologies for securing EC networks components <p>Electronic Payments Systems</p> <ul style="list-style-type: none"> • Understanding shifts occurring with regards to noncash and online payments • Players and processes in using credit cards online • Categories and potential uses of smart cards • Online alternatives to credit card payments • Processes and parties involved in e-checking • Payment methods in B2B EC, including payments for global trade • Electronic bill and invoice presentment and payment • Sales tax implications of e-payments <p>Mobile Commerce and pervasive computing</p> <ul style="list-style-type: none"> • Define mobile commerce and its relationship to ecommerce • Mobile computing environment that supports m-commerce • Types of wireless telecommunications networks • Value-added attributes and fundamental drivers of m-commerce • M-commerce applications in finance, advertising, and provision of content • Application of m-commerce within organizations • B2B and supply chain management applications of m-commerce • Consumer and personal applications of m-commerce • Technologies and potential application of location-based m-commerce • Inhibitors and barriers of m-commerce • Key characteristics and current uses of pervasive computing <p>Legal and Ethical Issues in E-Commerce</p> <ul style="list-style-type: none"> • Differences between legal and ethical issues in EC • Difficulties of protecting privacy in EC • Issues of intellectual property rights in EC • Unsolicited ad problems and remedies • Conflict between free speech and censorship on the Internet • Legal issues in EC • Types of fraud on the Internet and its protection
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	<ul style="list-style-type: none"> • Representative societal issues in EC • Role and impact of virtual communities on EC • Future of EC <p>Global and social Issues in E-Commerce</p> <ul style="list-style-type: none"> • Strategic planning process • Purpose and content of a business plan • Impact of e-commerce on the strategic planning process • Strategy implementation and assessment by using metrics • Evaluate issues involved in global EC • Impact of EC on small and medium-sized businesses <p>E-Commerce in Pakistan and Developing Countries</p> <ul style="list-style-type: none"> • Use of e-commerce in Pakistan • Trends effecting corporate culture in Pakistan 										
References	<p>Schneider, G. P. (2017). <i>Electronic commerce</i>. Boston, MA: Cengage Learning. Type: Textbook: ISBN: 978-1305867819</p> <p>Chaffey (2014) <i>E-Business and E-Commerce Management: Strategy, Implementation and Practice</i></p> <p>Efraim Turban David King, Judy McKay, Peter Marshall, Jae Lee, Dennis Viehland,(2008). <i>Electronic Commerce: A Managerial Perspective</i>.</p> <p>Electronic Commerce, Greenstein &Feinman</p> <p>Electronic Commerce. Business, Technology. Society. By Kenneth C. Laudon Carol Guerciotraver</p> <p>Electronic Commerce, By: Gary P. Schneider</p> <p>CPanel Documentation: https://documentation.cpanel.net</p> <p>Opencart Documentation: http://docs.opencart.com</p>										
Teaching/ Learning Strategies	<p>Lecture</p> <p>Multimedia presentations</p> <p>Cooperative Learning</p> <p>Non creditor workshops and seminars.</p> <p>Active Learning</p>										
Evaluation Criteria	<p>Course Evaluation</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: right;">Assignments</td> <td style="text-align: right;">20</td> </tr> <tr> <td style="text-align: right;">Mid Semester Test</td> <td style="text-align: right;">25</td> </tr> <tr> <td style="text-align: right;">Final Project</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="text-align: right;">Final Test</td> <td style="text-align: right;">40</td> </tr> <tr> <td style="text-align: right;">Total</td> <td style="text-align: right;">100</td> </tr> </table>	Assignments	20	Mid Semester Test	25	Final Project	15	Final Test	40	Total	100
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