**COURSE OUTLINE**

**CIT 403: E-COMMERCE**

Lecturer: Oteyo Obare

**Purpose of the course**

To introduce the learner to the concepts and terminologies of e- commerce and to provide the

learner with sufficient knowledge and skills for effective participation in e- business.

**ELECTRONIC-COMMERCE - TOPICS - DETAILS**

**I. Introduction to electronic commerce(EC) basics**

1. Definition of terms
2. History of EC
3. Classification of E-Business Transactions
4. Revenue Models
5. Benefits and Limitations of EC
6. Factors affecting e- commerce in Kenya

**II. Enabling Technologies and infrastructure**

1. The internet and the World wide web
2. Client server computing
3. Intranet and extranets
4. Connecting technologies for networks such as broadband

**III. The E-Marketplaces structures and mechanisms**

1. Introduction to Electronic markets
2. Electronic markets components participants
3. E-Market places; storefronts and electronic malls
4. Information portal
5. Transactions, intermediation, and processes in E-commerce

IV. **Internet Consumer Retailing**

1. Introduction and definition of terms
2. E-Tailing business models
3. Travel and tourism services online
4. Internet job market
5. Real estate, insurance, and stock trading online

**V. Consumer behavior Market research and advertisement.**

1. The consumer decision making process
2. Personalization, loyalty, satisfaction and trust in EC C. Methods of conduction market research online

**VI. Internet marketing**

1. The marketing and Advertising processes in B2B B. Web advertising
2. Online advertising methods

**VII. E-Commerce security**

1. Challenges of Stopping E-commerce crimes
2. Confidentiality, integrity and availability
3. Security tools; hardware and software
4. Threats and Attacks; Technical and Non-technical
5. Securing E-commerce communications

**VIII. Electronic payment systems**

1. The payment revolution
2. Payment cards
3. Other forms of payment

**IX. Legal and ethical issues in e- business**

1. Introduction to Ethics and Privacy
2. Legal and Ethical Challenges and Guidelines

**Main course text**

Turban E. D., Electronic Commerce, 2008 Managerial Perspective (Pearson International

Edition)

**Reference Books**

i. Ward Hanson, (2007), *Principles of Internet Marketing,* South-Western College Publishers). ii. Capron H.L., Computers: Tools for information age (5th Edition).

**Assessment:** Examination - 70%: Coursework - 30%