

1.	Name of Course :	Introduction to E-Commerce													
	Course Code :	CSC1020													
2.	Synopsis :	This course focuses on electronic commerce issues and technologies used in conducting businesses on the World Wide Web. It's content consists of foundations of e-commerce, its infrastructure, e-commerce models used, payment systems, and various issues such as Internet marketing, technological issues which relate to electronic business, e-marketplace, mobile commerce and collaborative commerce.													
3.	Name(s) of academic staff :	Suhaila Sardi													
4.	Semester and Year offered :	Semester	1	Year	2										
5.	Credit Value :	3													
6.	Prerequisite/co-requisite: (if any)	None													
7.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to: (example) - explain the basic principles of immunisation (C2,PLO1)														
	CLO1	Determine the basic concepts of E-commerce. (C3, PLO1)													
	CLO2	Present the issues faced by businesses that are considering worldwide marketing of their products and services. (C4, PLO6)													
	CLO3	Use the concepts and implement the process of developing E-Commerce idea. (C3, PLO3)													
8.	Mapping of the Course Learning Outcomes to the Programme Learning Outcomes, Teaching Methods and Assessment :														
	Course Learning Outcomes (CLO)	Programme Learning Outcomes (PLO)												Teaching Methods	Assessment
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12		
	CLO 1	√												Lecture	Quiz, Assignment
CLO 2						√							Lecture	Quiz, Assignment	

CLO 3			√										Lecture	Business Plan Project
	Indicate the relevancy between the CLO and PLO by ticking “/” the appropriate relevant box.													
	(This description must be read together with Standards 2.1.2 , 2.2.1 and 2.2.2 in Area 2 - pages 16 & 18)													
9.	Transferable Skills (if applicable) (Skills learned in the course of study which can be useful and utilized in other settings)			1	Enabling Knowledge: Ability to apply concepts and techniques in planning and designing an e-commerce application.									
				2	Critical analysis: Ability to evaluate the information needs and requirements of a business entity and participate in the choosing an appropriate tools/system to support the organizational needs.									
				3	Communication skills: Ability to work in a team, writing and presenting a report.									
10.	Distribution of Student Learning Time (SLT)													
	Course Content Outline			CLO*	Teaching and Learning Activities							SLT		
					Guided Learning (F2F)				Guided Learning (NF2F) eg: e-Learning	Independent Learning (NF2F)				
					L	T	P	O						
Chapter 1: Overview of Electronic Commerce · EC definitions and concepts · The EC framework and field · EC business plans · Benefits and limitations of EC · The digital revolution and the economic impact of EC · The contributions of EC to organizations · Managerial issues			1	3						8	11			

Chapter 2: EC Market Mechanisms <ul style="list-style-type: none"> <li>· Electronic marketplaces</li> <li>· Types of electronic markets: From storefronts to portals</li> <li>· Supply chains and value chains</li> <li>· Intermediation and syndication in EC</li> <li>· Issues in E-markets: Competition, Liquidity, Quality, and Success Factor</li> <li>· Electronic catalogues and other market mechanisms</li> <li>· Auctions</li> <li>· Bartering and negotiating online</li> <li>· Mobile commerce</li> <li>· Impacts of E-markets on business processes and organizations</li> <li>· Managerial issues</li> </ul>	1	6				2	2	10
Chapter 3: Retailing in EC: Products and services <ul style="list-style-type: none"> <li>· Electronic Retailing and the B2C market</li> <li>· E-tailing business model</li> <li>· Travel and tourism services online</li> <li>· Employment placement and the job market</li> <li>· Real estate, insurance, and stock trading online</li> <li>· Banking and personal finance online</li> <li>· On Demand Delivery Services</li> <li>· Online delivery of digital products, entertainment, and media</li> <li>· Issues in E-tailing</li> </ul>	1,3	5				4	3	12
Chapter 4: Consumer behavior, Customer service, and Advertising <ul style="list-style-type: none"> <li>· Learning about consumer behavior online</li> <li>· The consumer decision making process</li> <li>· One-to-one marketing and personalization in EC</li> <li>· Market research for EC</li> <li>· Delivering customer service in cyberspace</li> <li>· Web advertising</li> <li>· Advertising methods</li> <li>· Advertising strategies and promotions</li> <li>· Special advertising topics</li> <li>· Managerial Issues</li> </ul>	2	3					13	16
Chapter 5: B2B and Collaborative Commerce <ul style="list-style-type: none"> <li>· Concepts, Characteristics, and Models of B2B EC</li> <li>· Sell-side marketplaces: One to many</li> <li>· Buy-side marketplaces: One from many</li> <li>· Aggregating catalogs, group purchasing, and bartering</li> <li>· Collaborative commerce</li> <li>· Infrastructure, integration, and B2B agents</li> </ul>	1	6				2	7	15

Chapter 6: Intra-business, E-government, C2C and E-learning · Intra-business and business to employee EC · Intranets · E-government · C2C EC and P2P applications · Online publishing and e-books · E-learning and knowledge management and dissemination	1,2	5			2	2	2	11
Chapter 7: Mobile Commerce · Mobile commerce: Overview, benefits, and drivers · Mobile computing infrastructure · Wireless standards and security · Mobile financial applications · Mobile marketing, advertising, and customer service applications · Mobile intrabusiness and enterprise applications · Mobile consumer and personal service applications · Location based commerce · Limitations of M-commerce · Implementing M-commerce	1,2	5			1	2	2	10
Chapter 8: Payments and Order Fulfillment · Security for e-payments · Electronic cards and smart cards · E-cash and innovative payment methods · E-checking · Order fulfillment and logistics · Problems in order fulfillment · Solutions to order fulfillment problems	1,3	3					6	9
Chapter 9: E-strategy, Internet Communities, and Global EC · EC strategy: Concepts and overview · Strategy initiation, formulation and implementation · Strategy and project assessment · EC failures and lessons learned · Virtual communities · Going global · EC in small medium enterprise · BPR and virtual corporations · The future of EC	1,3	3				3	2	8
			0	0	3	15	45	
<b>Total</b>								102
<b>Continuous Assessment</b>	<b>Percentage (%)</b>	<b>F2F</b>		<b>NF2F</b>			<b>SLT</b>	

	1	Quizzes (2 Quizzes)	15	0	2	2
	2	Individual Assignment	10	1	1	2
	3	Group Assignment	5	1	2	3
	4	Project:				0
	5	Poposal	5	1	1	
		- Development/creation of i.e: website, online survey, social media platform	10	2	3	5
	6	- Report	10	1	1	2
	7	- Presentation	5	1		1
	Total					15
	Final Assessment		Percentage (%)	F2F	NF2F	SLT
	1	Final Exam	50	3		3
	Total					3
	GRAND TOTAL SLT					120
	L = Lecture, T = Tutorial, P= Practical, O= Others, F2F=Face to Face, NF2F=Non Face to Face					
	*Indicate the CLO based on the CLO’s numbering in Item 8.					

11	Identify special requirement to deliver the course (e.g: software, nursery, computer lab, simulation room, etc)		None
12	References : (include required and further readings, and should be the most current)	References (include required and further readings, and should be the most current): 1. Kenneth C. Laudon, Carol Guercio Trave. 2016. E-Commerce 2019: Business, Technology and Society, Global Edition 2. Gary P. Schneider . 2017. Electronic Commerce. Cengage Learning. ISBN 9781305867819 3. Efraim Turban, David King, Jay Lee, Ting-Peng Liang, Deborah C. Turban,. 2018. Electronic Commerce: A Managerial and Social Networks Perspective. Springer. ISBN-10: 3319100904 ISBN-13: 978-3319100906	

13	Other additional information :	None

































































































































