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| **Course Title: EDM234 E-Commerce**  **Year and Semester:** Year 2, Semester 1 |
| **Course Description**  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. This course teaches students how to conduct business online and how to manage the technological issues associated with constructing an electronic-commerce website. Students will study how implementing technology can engage cardholders, merchants, issuers, payment gateways and other parties in electronic transactions. |
| **Prerequisite(s) or co-requisite(s)**  None |
| **Method of Instruction**   * Lecture * Laboratory |
| **Content Outline by Topic**   * Introduction to Internet Business * Infrastructure: The Internet and Technology * Business Models for Internet Business * Internet Business and Marketing * Basic Marketing Concepts and Technology * B2C and B2B Marketing and Branding Strategies * E-Commerce Advertising * E-Commerce Retailing and Services * Online Media: Publishing and Entertainment Industry * Social Networking Communities and Actions * E-Commerce and Ethics |
| **Actual Contact Hours/Week**  8 hours a week for 12 weeks |
| **Methods and Frequency of Evaluation of Student Performance**  Workshops (minimum 5) 9%  Assignments (minimum 2) 5%  Quizzes (minimum 10) 3%  Test(s) 3%  Final Exam 80% |
| **Resources to be Purchased/Provided by Students:** None |
| **Textbook Requirement:**  Electronic Commerce  by Gary Schneider  Cengage Learning, 2014  ISBN: 9781305177659  Introduction to e-Business Management and Strategy  by Collin Combe  Routledge, 2012  ISBN: 9781136392894 |