MULTIMEDIA UNIVERSITY®

COURSE INFORMATION

1 .	**Name of Course**	E-Commerce
2 .	**Course Code**	DBS5028
3 .	**Type of Course** (e.g. : Core, major, elective etc.)	Core for *Diploma in Business Administration* Elective for *Diploma in Information Technology, Diploma in Business Information Systems, Diploma in Accounting, Diploma in Electronics Engineering*
4 .	**Synopsis**	This course provides an overview of e-commerce that covers Web marketing and advertising, mobile commerce, social commerce, e-commerce security and payment systems. Students learn the various types of e-commerce business models, revenue models and the process of starting a new online business.
5 .	**Version** (State the date of theSenate's approval - previous and the current approval date)	Current: June 2017 Previous: ADC 0915 Senate 181 Nov 2015 New version : ADC Nov 2017 Senate 195 Jan 2018
6 .	**Name(s) of Academic Staff**	Mardhiyah Ahmad, Muhammad Arif bin Hasan, Norashikin binti Sahadan, Norihan Hamzah, Nun Shwu Huey, Rubiah Yunus, **Tan Su-Mae**
7 .	**Semester and Year Offered**	Semester 1 Year 2
8 .	**Credit Value**	3
9 .	**Pre-Requisite**	None
10 .	**Objective of the course in the programme:** 1. To provide students with knowledge of e-commerce applications and mechanisms. 2. To provide students with skill in undertaking e-commerce initiative to create business value.	
11 .	**Justification for including the course in the programme:** This subject introduces the concepts, models, applications and technologies associated with e-commerce and the Web. Students gain an overview of all aspects of e-commerce such as innovative business models and revenue models, Web marketing and advertising, mobile commerce and social commerce, and the process of building e-commerce sites.	

12 .	**Course Learning Outcomes (CLO)**	Domain	Level
	CLO1: Explain types of business and revenue models in e-commerce.	Cognitive	2
	CLO2: Describe e-commerce activities and processes, and the mechanisms that support them.	Cognitive	2
	CLO3: Propose an e-commerce business with well written business plan.	Affective	3

13 . **Mapping of the Course Learning Outcomes to the Programme Learning Outcomes, Teaching Methods and Assessment:**

Course Learning Outcomes (CLO) (Must tally with CLOs in item 12)	Programme Learning Outcomes (PLO)												Teaching Methods	Assessment Method
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12		
CLO1	✓												Lecture/Tutorial	Midterm Test, Final Exam
CLO2	✓												Lecture/Tutorial	Quiz
CLO3								✓					Lecture/Tutorial	Assignment
Total	**2**							**1**					*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 of COPPA 2.0)*	

14 . **Transferable Skills:**

Entrepreneurial skills

15 . **Distribution of Student Learning Time (SLT)**

Course Content Outline	**CLO	Teaching and Learning Activities				Guided Learning (NF2F)*	Independent Learning (NF2F)*	Total SLT
		Guided Learning (F2F)*						
		*L	*T	*P	*O			
1 **Overview of Electronic Commerce** Definition of Electronic Commerce (EC); Categories of EC; EC Framework; Major Types of EC Transactions; EC 2.0; Elements of the Digital World; Drivers of EC; EC Business Models; Benefits and Limitations of EC	CLO1 CLO3	2	2			1	3	8
2 **E-Commerce: Mechanisms, Infrastructures, and Tools** Major EC Activities and Mechanisms; Components and Types of E-Marketplaces; Electronic Catalogs, Search Engines and Shopping Carts; Auctions, Bartering and Negotiating Online; Web 2.0 Tools and Their Use in EC; Virtual Worlds and Their Use in EC; Competition in the Digital Economy; Impact of E-Marketplaces on Organizations, Intermediation and Industries	CLO1 CLO2 CLO3	2	1				3	6

No	Topic	CLO						F2F	ILT
3	**Retailing in E-Commerce: Products and Services** E-Tailing Business Models; Online Travel and Tourism Services; Online Employment Market; Online Real Estate, Insurance and Stock Trading; Online Banking and Personal Finance; Delivery of Digital Products and Online Entertainment; Online Purchase-Decision Aids; Issues in E-Tailing	CLO1 CLO2 CLO3	2	1				3	6
4	**Marketing and Advertising in E-Commerce** Factors that Influence Consumer Behavior Online; The Consumer Purchasing Decision-Making Process; Mass Marketing, Market Segmentation and One-to-One Marketing; Personalization and Behavioral Marketing; Loyalty, Satisfaction and Trust in EC; Market Research for EC; Online Advertising Methods, Strategies and Promotions	CLO2 CLO3	3	2		2		3	10
5	**Innovative E-Commerce Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce** Various E-Government Initiatives and Implementation Issues; E-Learning, Virtual Universities and E-Training; Online Publishing and E-Books; Knowledge Management, Learning and EC; C2C Activities	CLO1 CLO2	2	1				3	6
6	**Mobile Commerce and Ubiquitous Computing** Mobile Commerce: Attributes, Benefits and Drivers; Components, Technical Infrastructure, and Services of Mobile Computing; M-Commerce Applications; Location-Based M-Commerce; Barriers of M-Commerce; Key Characteristics, Critical Technologies and Major Applications of Pervasive Computing	CLO1	2	1		1		2	6
7	**Social Commerce** The Web 2.0 Revolution, Social Media and Industry Disruptors; Virtual Communities; Online Social Networking Sites; Business and Enterprise Social Networks; Commercial Aspects of Social Networking; Web 2.0 Entertainment; Potential of Web 3.0 and Web 4.0	CLO1	3	1		1		3	8
8	**E-Commerce Security and Fraud Protection** The Information Security Problem; Basic EC Security Issues; Technical Attack Methods; Phishing, Financial Fraud and Spam; The Information Assurance Model and Defense Strategy; Major Technologies and Methods for Securing EC Communications and Networks; Implementing Enterprise wide EC Security	CLO2 CLO3	3	1		2		2	8
9	**E-Commerce Payment Systems** The Payment Revolution; Using Payment Cards Online; Smart Cards; Stored-Value Cards; E-Micropayments; E-Checking; B2B Electronic Payments	CLO2	2	1				3	6
10	**Launching a Successful Online Business and E-Commerce Projects** Getting into EC and Starting a New Online Business; Adding EC Initiatives or Transforming to an E-Business; Building or Acquiring a Web Site; Web Site Hosting and Obtaining a Domain Name; Content Creation, Delivery and Management; Web Site Design; Providing EC Support Services; Opening a Web Storefront	CLO3	3	1				4	8
11									0
12									0
13									0
							Total SLT		**72**

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1. Continuous Assessment	Percentage %	Total SLT
Quiz	15%	6
Assignment	15%	13
Midterm Test	20%	9
	Total SLT for Continuous Assessment	**28**

2. Final Assessment	Percentage %	Total SLT	
		F2F	ILT
Final Exam	50%	2	18

		Total SLT for Final Assessment (F2F + NF2F)		20
	Grand Total		**100%**	**120**
	Indicate the CLO based on the CLO's numbering in Item 12.			
	***L= Lecture, *T= Tutorial, *P= Practical, *O= Others, F2F*= Face to Face, NF2F*= Non Face to Face**			
16 .	**Identify Special Requirement to Deliver the Course (e.g., software, nursery, computer lab, simulation room):**			
17 .	**Main References:**			
	Turban, E., & King, D. (2015). *Electronic Commerce: A Managerial and Social Networks Perspective* . Springer International Publishing. (8th Edition)			
18 .	**Additional References:**			
	Schneider, Gary. (2016). *Electronic Commerce.* Course Technology. (12th Edition)			

Note:

	Cells shaded light grey contain formulas / fixed values. Edit these formulas only if needed.