

COURSE INFORMATION

Information Systems, Diploma in Accounting, Diploma in Engineering 4 . Synopsis This course provides an overview of e-commerce that commarketing and advertising, mobile commerce, social commerce security and payment systems. Students lean of e-commerce business models, revenue models and the 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	on Technology, Diploma in Business Accounting, Diploma in Electronics of e-commerce that covers Web e commerce, social commerce, e- systems. Students learn the various types the revenue models and the process of Nov 2015 enate 195 Jan 2018	DBS5028 Core for Diploma in Business Administration Elective for Diploma in Information Technology, Diploma in Business Information Systems, Diploma in Accounting, Diploma in Electronics Engineering 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. Current: June 2017 Previous: ADC 0915 Senate 181 Nov 2015 New version: ADC Nov 2017 Senate 195 Jan 2018 Mardhiyah Ahmad, Muhammad Arif bin Hasan, Norashikin binti Sahadan, Norihan Hamzah, Nun Shwu Huey, Rubiah Yunus,				pe of Course Core, major, elective etc.) DBS5028 Core for Diploma in Business Administration Elective for Diploma in Information Technology, Diploma in Business					ourse Code DBS5028	Course Code DBS5028	Course Code DBS5028	Course Code DBS5028
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Pervious: ADC 0915 Senate 181 Nov 2015 Previous: ADC 0915 Senate 181 Nov 2015 New version : ADC Nov 2017 Senate 195 Jan 2018 Ame(s) of Academic Staff Mardhiyan Ahmad, Muhammad Arif bin Hasan, Norashikin bintil Sahadan, Norihan Hamzah, Nun Shwu Huey, Rubiah Yunus, Tan Su-Mae ### Semester 1 Year 2 ### Semester 1 Year 2 ### Requisite ### None ### Bijective of the course in the programme: ### To provide students with knowledge of e-commerce applications and mechanisms. ### To provide students with swill in undertaking e-commerce initiative to create business value. ### Students with swill in undertaking e-commerce initiative to create business value. #### Students with swill in undertaking and revenue models, Web marketing and advertising, mobile commerce and social commerce, and the process of similaring outcomes (CLO) Domain Level	Information Systems, Diploma in Accounting, Diploma in Electronics Engineering Synopsis This course provides an overview of e-commerce that covers Web marketing and advertising, mobile commerce, escala commerce, escolar commerce applications and the process of starting and advertising, mobile commerce and the process of starting and escolar process. 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_								T	otal SLT
_			Total SI	T for	Contin	uous	s Assessment		28
	erm Test					20%			9
uiz ssi	z gnment		-			5%			13
	ontinuous Assessment	JOHN ATTE AU			Perce		e %	T	otal SLT
		SUMMATIVE AS	SESSMF	NT					
_								Total SLT	72
3									0
2									0
1									0
	Opening a Web Storefront					_			
0	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;	CLO3	3	1				4	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
3	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
•	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
3	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
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
ı	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
	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

	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*= Fac	e to Face, NF2F*= Non I	ace to Face					
16 Identify Special Requirement to Deliver the Course (e.g., softwa	re, nursery, computer la	o, simulation room):					
Turban, E., & King, D. (2015). Electronic Commerce: A Managerial and Social Networks Perspective . Springer International Publishing. (8th Edition) Additional References:							
Schneider, Gary. (2016). Electronic Commerce. Course Technolog	y. (12th Edition)						

Note:

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