INTI INTERNATIONAL UNIVERSITY
COURSE STRUCTURE

PROGRAMME: DIPLOMA IN INFORMATION AND COMMUNICATIONS TECHNOLOGY

1.	**NAME OF COURSE/MODULE : E-COMMERCE THEORY AND APPLICATIONS**
2.	**COURSE CODE: ICT2107**
3.	**RATIONALE FOR THE INCLUSION OF THE COURSE/MODULE IN THE PROGRAMME :** Students must have an understanding of the underlying concepts of e-commerce and the applications as well as has the ability to design and develop applications.

4.	**STUDENT LEARNING TIME (SLT)**	**Total Face to Face**					**Total Student Independent Learning Time**	
		L	T	P	O	A	OL	IL
	L = Lecture T = Tutorial P = Practical(Lab) O= Others A= Assessment OL=Online learning IL= Independent learning	28		28		4	14	86

5.	**CREDIT VALUE**: 4
6.	**PREREQUISITE** (if any): **NONE**
7.	**LEARNING OUTCOMES:** On completion of the course, students will be able to: 1. Explain electronic commerce concepts and applications 2. Differentiate business models related to B2B and B2C e-commerce. 3. Describe the social and security issues related to e-commerce. 4. Develop an e-commerce application involving design and development based on the principles learnt.
8.	**SYNOPSIS:** Students will be introduced to organizational issues related to electronic commerce, such as business models for B2B or B2C e-commerce, technology infrastructure, electronic payment mechanisms, information privacy, and competitive advantage. Incorporating suitable e-commerce model. Students will also develop an e-commerce application. Gives each student in-depth knowledge and practical experience with the current essential security systems.
9.	**MODE OF DELIVERY:** Lectures, Tutorials and Laboratory work. These are conducted both face-to-face and Online.
10.	**ASSESSMENT METHODS AND TYPES:**

Method	Types	Weightage (%)
Continuous Assessment	Assignment 1	20
	Test 1	20
	Project	20
Summative Assessment	Final Examination	

11. **CONTENT OUTLINE OF THE COURSE/MODULE AND THE SLT PER TOPIC:**

Sessions	Topics	LO	L	T	P	OL	Total O	A	IL
1-4	**Overview of Electronic Commerce** The characteristics of E-commerce and I-Commerce, Forms of Internet Mediated Commercial activity	*1,4*	4		4	2			
5-8	**Technical Foundations of Electronic Commerce** The Internet, Hypertext, the World Wide Web, HTML, TCP/IP, ISPs	*1,4*	4		4	2			
9-12	**E-Business Models & Product Strategy** How to use the Internet to support business processes & strategy and to gain a competitive advantage; value chain	*2*	4		4	2			
13-15	**B2C Electronic Commerce** Internet consumers, market research, data mining, information privacy, the "right" mix of bricks-&-clicks; mass customization	*2*	4		4	2			
16-20	Cryptography: Basics of Cryptography, Public-key Cryptography, Working of Encryption, Digital Signature, Role of Cryptography in Data Security	*3*	4		4	2			
21-23	**Social & Security Issues** Internet privacy, internet fraud & security, electronic payment systems.	*3*	4		4	2			
24-28	**Launching a Successful Online Business and EC Projects** Starting a New online Business, building or acquiring a web site, web site hosting and obtaining a domain name, web site design, and web development team.	*4*	4		4	2			
	TOTAL		28		28	14		4	86

Lecture (L), Tutorial (T), Practical (P), Other (O), Assessment (A), Online learning (OL), Independent Learning (IL); Learning Outcome (LO)

12.	**MAIN REFERENCE(S) SUPPORTING COURSE**: 1. Turban E. and King D. et al, (2012), Electronic Commerce 2012: A Managerial Perspective, Pearson Education. ISBN: 9780273761341 **ADDITIONAL REFERENCE:** 1. Laudon K. C. and Traver C. G., (2012), E-Commerce 2012: Business, Technology, Society, 8th Edition, Pearson Education. ISBN: 9780273761297
13.	**OTHER ADDITIONAL INFORMATION** (if any):

Final Examination Format:
Duration: 2 hours
Section A: Answer TWO compulsory questions.
Section B: Answer any TWO out of THREE questions.
All questions carry equal marks.

Grading Scale:
A+ (90-100), A (80-89), A– (75-79), B+ (70-74), B (65-69), B– (60-64), C+ (55-59), C (50-54), C– (45-49), D (40-44), F (0-39).
Resit Pass (50-100), Resit Fail (0-49).

Laboratory Work Specification (if any):

Week	Practical Work
1	Introduction to Web Application and Frameworks Introduction to HTML, scripting language, ASP.NET and Microsoft Visual Studio
2-3	Working with Visual Studio Web Developer Working with built-in templates, master pages, content Place Holder, and menu/ navigation.
4-5	Form Interfaces/ Controls Working with HTML controls, standard Controls, validation Controls
6-7	Database and Data Binding Creating database with MS SQL Server, Binding data with data source controls Display data with Data bound controls.
8-9	Membership and Role Management Users and roles management, registration and login, authentication and authorization
10	State Management Working with the Session
11-14	Handling Form with Database Inserting, selecting and updating record into database through form

Important Note:
A student who obtains a grade C- (45 -49 marks) in a 100% coursework module is required to resubmit the coursework component determined by the lecturer and ascertained at the Exam Board. Resubmission marks will be capped at a maximum of 50 marks or a grade C.

A passing mark can only be achieved when the student attempts both the coursework and final exams.

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