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
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.	
14.	**Transferable Skills:** Entrepreneurial skills	

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

Course Content Outline	**CLO	Teaching and Learning Activities Guided Learning (F2F)*				Guided Learning (NF2F)*	Independent Learning (NF2F)*	Total SLT
		*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						
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

No	Topic	CLO	L	T	P	O	F2F	Total SLT
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**

SUMMATIVE ASSESSMENT

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
18.	**Additional References:** Schneider, Gary. (2016). *Electronic Commerce.* Course Technology. (12th Edition)