**E-Business**

**Instructor: Prof.** Asharaf S.

**Course Objectives:**

The basic goal of this course is to introduce concepts, tools and approaches to e-business. This in turn will help the participants to understand how information technology and networked computing can be used to enhance electronic trading, and other business activities. The participants will learn e-business strategy to plan for a startup business or expand an existing one.

**Prerequisite:**  
The course does presume some level of familiarity with computer and Internet technologies.

**Course Contents:**

*Introduction to e-Business and e-commerce, e-commerce business models and concepts, e-business infrastructure, e-environment.*

*E-business Strategy, e-business supply chain management, e-procurement, e- marketing, e-CRM.*

*E-business change management, e-business analysis and design, e-business implementation and maintenance.*

The course will be implemented through a series of lectures, readings and interactive learning activities.

**Evaluation Components:**

**1. Project (20%)**

The project involves an analysis of the existing/possible e-business activities in your company based on the learning from this course. The participant is expected to identify the limitations of the e-Business activities and propose solutions to meet the current and future challenges by the company. The project requires a 10-15 pages report (to be certified by the company). If there are more than one participant from the same organization, every participant is expected to carry out the work independently.

**2.** **Quizzes & Case Presentation (30%)**

Quizzes and case presentation will be arranged to test student’s sharpness of understanding the subject.

**3. Examination (50%)**

A written examination to assess student’s competence level on the taught subjects.

**Text Book:**

E-Business and E-Commerce Management (3rd Edition, 2009). D. Chaffey, Pearson Education, India.

**References:**

1. E-Commerce: Business: Business, Technology, Society, 2008. K. C. Lauden and C. G. Traver, Pearson Education, India
2. E-Business: Theory and Practice, 2006. B. Canzer, Cengage Learning, New Delhi.
3. Online Marketing: a customer led approach, 2007. R. Gay et al., Oxford University Press.
4. Strategies for E-Business, 2008. T. Jelassi and A. Enders, Prentice Hall International.