

**Course Title: E-Commerce**

**Credit: 3**

**Course No: CSIT.411**

**Number of period per week: 3+3**

**Nature of the Course: Theory + Case Study**

**Total hours: 45+45**

**Year: Fourth, Semester: Seventh**

**Level: B. Sc. CSIT**

### **1. Course Introduction**

This course includes examining different aspects of conducting business over the internet. The discussion covers different e-business models. Besides this, the course covers several topics including different E-Payment systems, online marketing and advertising systems, and different social, ethical, political issues, and legal scenario.

### **2. Objectives**

Upon completion of this course students should be able to:

- Demonstrate an awareness of the key components and concepts of e-commerce, and the vital role it plays in modern business practice.
- Understand the need for payment methods for conducting transaction over the e-commerce transactions.
- Identify the components that comprise an e-Business strategy and demonstrate understanding of methods for devising such a strategy
- Understand the importance and relevance of E-Advertising and E-Marketing in the current global and local business scenarios.

### **3. Specific Objectives and Contents**

<b>Specific Objectives</b>	<b>Contents</b>
<ul style="list-style-type: none"><li>• Define ecommerce, ebusiness and other terminologies</li><li>• Demonstrate different ebusiness models</li><li>• Exemplify M-commerce and other emerging business models</li><li>• Understand the concepts of EDI and its working</li></ul>	<p><b>Unit I: Introduction of E-Commerce (6 hr)</b></p> <ul style="list-style-type: none"><li>1.1. Definition of Ecommerce, Ecommerce vs Traditional Commerce, Ebusiness, Pure vs Partial Ecommerce</li><li>1.2. Why Ecommerce, Basic Terminologies: E-shop, E-mall, E-market etc, Benefits and Limitations of Ecommerce</li><li>1.3. Ecommerce Framework, Unique Features of E-Commerce, Types of Ecommerce: B2B, B2C, C2C, C2B</li><li>1.4. M-Commerce, E-Commerce vs M-Commerce, Features of M-Commerce,</li><li>1.5. Electronic Data Interchange: Defining EDI, EDI vs Email, Benefits of EDI, Limitations of EDI, Working of EDI</li></ul>
	<p><b>Unit II: E-Commerce Payment Systems (6 hr)</b></p>

<ul style="list-style-type: none"> <li>• Identify different traditional and ecommerce payment systems</li> <li>• Describe the working of different e-payment systems</li> <li>• Explain requirements and risks associated with payment system</li> <li>• Demonstrate services provided by payment gateways</li> </ul>	<ol style="list-style-type: none"> <li>2.1. Types of Payment Systems: Cash, Checks, Credit/Debit Cards, Stake Holders of Payment Systems</li> <li>2.2. E-Commerce Payment Systems: E-cash, E-check, Online Credit Card Payment, Digital Wallet, Smart Card Based Payment Systems, Bit-Coins, Strengths and Drawbacks of each Payment System</li> <li>2.3. Mobile Payments, Internet Banking, Digital Payment Requirements, Risk and E-Payment Systems,</li> <li>2.4. Payment Processing, Payment Gateways, Case Study on e-Sewa and PayPal</li> </ol>
<ul style="list-style-type: none"> <li>• Understand the elements of business models and classify different business models.</li> <li>• Demonstrate different B2C business models.</li> <li>• Exemplify major B2B business models.</li> <li>• Identify emerging business models and demonstrate each of them</li> <li>• Discuss impact of ecommerce in organization restructuring</li> </ul>	<p><b>Unit III: Ecommerce Business Models (6 Hrs)</b></p> <ol style="list-style-type: none"> <li>3.1. Introduction of E-Commerce Business Models, Key Elements of Business Models, Categorization of E-Commerce Business Models</li> <li>3.2. Major B2C Business Models: Portal, E-tailer, Content Provider, Transaction Broker, Market Creator, Service Provider, Community Provider.</li> <li>3.3. Major B2B Business Models: E-distributor, E-procurement, Exchanges, Industry Consortia, Private Industrial Networks</li> <li>3.4. Emerging E-Commerce Business Models: Consumer-to-Consumer (C2C) Business Models, Peer-to-Peer (P2P) Business Models, M-commerce Business Models</li> <li>3.5. Impact of Internet and Web in Structure, Strategy and Process of Organizations, Case Study of some E-Commerce Site</li> </ol>
<ul style="list-style-type: none"> <li>• Identify different mechanism for discovering behaviors of online consumers</li> <li>• Discuss concepts and importance of marketing</li> <li>• Understand and demonstrate different internet marketing techniques and strategies</li> <li>• Explain B2B and B2C ecommerce marketing and branding strategies</li> </ul>	<p><b>Unit IV: E-Commerce Marketing and Advertising (6 Hrs)</b></p> <ol style="list-style-type: none"> <li>4.1. Consumers Online: The Internet Audience, Internet Traffic Pattern, Consumer Behavior Models, Profiles of Online Consumers, The Online Purchasing Decision, A Model of Online Consumer Behavior, Browsers and Buyers, Finding Vendors Online, Why More People Don't Shop Online, Trust, Utility and Opportunity in Online Markets</li> <li>4.2. Basic Marketing Concepts: Feature Sets, Products, Brands and the Branding Process, Segmenting, Targeting, and Positioning, Brands Rationale, Brands and Price Dispersion on the Internet</li> <li>4.3. Internet Marketing Technologies: The Revolution in Internet Marketing Technologies, Web Transaction Logs, Cookies and Web Bugs, Developing Profiles,</li> </ol>

	<p>CRM Systems</p> <p>4.4. B2C and B2B E-commerce Marketing and Branding Strategies: Market Entry Strategies, Establishing the Customer Relationship, Customer Retention Net Pricing Strategies, Channel Strategies</p> <p>4.5. Case Study on Online Marketing</p>
<ul style="list-style-type: none"> <li>• Describe social marketing tools techniques and measurement</li> <li>• Demonstrate social marketing tools techniques and measurement</li> <li>• Exemplify location-based marketing tools techniques and measurement</li> </ul>	<p><b>Unit V: Social, Mobile and Local Marketing (6 Hrs)</b></p> <p>5.1. Social Marketing: Social Marketing Players and Process, Facebook Marketing, Marketing Tools and Measurement, Twitter Marketing, Marketing Tools and Measurement</p> <p>5.2. Mobile Marketing: Mobile marketing Features and Tools, Basic Mobile Device Features, Measuring Mobile marketing Result</p> <p>5.3. Local Marketing: Local and Location based marketing and their Growth, Location Based Marketing Platforms, Technologies, and Tools, Measuring Result of Location Based Marketing</p> <p>5.4. Case Study on Social, Mobile and Local Marketing</p>
<ul style="list-style-type: none"> <li>• Discuss ethical, social and political issues related with ecommerce</li> <li>• Explain different privacy issues and information rights raised due to ecommerce</li> <li>• Understand intellectual property rights and issues</li> <li>• Discuss issues related to governance of internet and ecommerce</li> <li>• Explain copyright act and cyber law of Nepal</li> </ul>	<p><b>Unit VI: Ethics Laws and E-Commerce (15 Hrs)</b></p> <p>6.1. Understanding Ethical Social and Political Issues: Model for Organizing the Issues, Ethical Issues, Dilemmas, and Principles</p> <p>6.2. Privacy and Information Rights: Information's Collected at E-Commerce Sites, Privacy Issues in Social networks and Mobiles, Profiling and Behavioural Targeting, Ecommerce Surveillance, Legal Protections, Emerging Privacy Protection Business</p> <p>6.3. Intellectual Property Rights: Types of Intellectual Property Protection: Copyright, Look &amp; Feel, Fair use Doctrine, Patents, Trademarks, Cyber piracy, Meta-tagging, Key-wording, Lining, Framing</p> <p>6.4. Governance: Governance of Internet and Ecommerce, Public Government and Law, Taxation, Net Neutrality</p> <p>6.5. Public Safety and Welfare: Protecting Children, Cigarettes, Gambling and Drugs</p> <p>6.6. Copy Right Acct of Nepal, Cyber Law of Nepal</p>

## Evaluation System

Undergraduate Programs							
External	Marks	Internal	Weight	Marks	Practical	Weight	Mark

<b>Evaluation</b>		<b>Evaluation</b>	<b>age</b>			<b>age</b>	
End semester examination	60	Assignments	20%	20	Practical Report copy	25%	20
(Details are given in the separate table at the end)		Quizzes	10%		Viva	25%	
		Attendance	20%		Practical Exam	50%	
		Internal Exams	50%				
Total External	60	Total Internal	100%	20		100%	20
Full Marks 60+20+20 = 100							

### External evaluation

#### 1. End semester examination:

It is a written examination at the end of the semester. The questions will be asked covering all the units of the course. The question model, full marks, time and others will be as per the following grid.

#### 2. External Practical Evaluation:

After completing the end semester theoretical examination, practical examination will be held. External examiner will conduct the practical examination according to the above mentioned evaluation. There will be an internal examiner to assist the external examiner. Three hours time will be given for the practical examination. In this examination Students must demonstrate the knowledge of the subject matter.

Full Marks: 100, Pass Marks: 45, Time: 3 Hrs

<b>Nature of question</b>	<b>Total questions to be asked</b>	<b>Total questions to be answered</b>	<b>Total marks</b>	<b>Weightage</b>
Group A: multiple choice*	20	20	20×1 = 20	60%
Group B: Short answer type questions	7	6	6×8 = 48	60%
Group C: Long answer type questions	3	2	2×16 =32	60%
			100	100%

Each student must secure at least 50% marks in internal evaluation in order to appear in the end semester examination. Failed student will not be eligible to appear in the end semester examinations.

### Internal evaluation

**Assignment:** Each student must submit the assignment individually. The stipulated time for submission of the assignment will be seriously taken.

**Quizzes:** Unannounced and announced quizzes/tests will be taken by the respective subject teachers. Such quizzes/tests will be conducted twice per semester. The students will be evaluated accordingly.

**Attendance in class:** Students should regularly attend and participate in class discussion. Eighty percent class attendance is mandatory for the students to enable them to appear in the end semester examination. Below 80% attendance in the class will signify NOT QUALIFIED (NQ) to attend the end semester examination.

**Presentation:** Students will be divided into groups and each group will be provided with a topic for presentation. It will be evaluated individually as well as group-wise. Individual students have to make presentations on the given topics.

**Mid-term examination:** It is a written examination and the questions will be asked covering all the topics in the session of the course.

**Discussion and participation:** Students will be evaluated on the basis of their active participation in the classroom discussions.

**Instructional Techniques:** All topics are discussed with emphasis on real-world application. List of instructional techniques is as follows:

- Lecture and Discussion
- Group work and Individual work
- Assignments
- Presentation by Students
- Quizzes
- Guest Lecture

Students are advised to attend all the classes and complete all the assignments within the specified time period. If a student does not attend the class(es), it is his/her sole responsibility to cover the topic(s) taught during that period. If a student fails to attend a formal exam/quiz/test, there won't be any provision for re-exam. Unless and until the student clears one semester he/she will not be allowed to study in the following semesters.

### **Case Study**

During the semester, all students are required to complete a research term paper/project as a group. The purpose of this project is to study an electronic commerce business in depth in a short period of time. Students need to select an ecommerce site randomly should study details about it such as business model, revenue generation model, payment methods adopted, services provided by the organization, strengths, limitations etc. An in-class presentation and a written report are required.

### **Prescribed Text**

- Kenneth Loudon, Carol Guárico Traver, E-Commerce Prentice Hall; Seventh edition, 2011.

### **References**

- Electronic Commerce 2010, Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban. Pearson Education; Sixth edition
- Andrew B. Whinston and Ravi Kalakota, "*Frontiers of Electronic Commerce*", Pearson 1996
- P.T. Joseph, "*E-Commerce A Managerial Perspective*", PHI publication, Fifth edition, 2015