

## E-Commerce - DCOMP216

### MODULE DETAILS

Course Location : Sierra Leone  
 Department : Faculty of Information and Communication Technology  
 Program Name : B.Sc (Hons) in information Technology  
 Semester : 4  
 Credits : 3  
 Status : Minor/Core  
 Contact hours : 3 hours (2 hours lecture + 1-hour tutorial)  
 No. of weeks : 14 teaching weeks + 1 Final examination week + 1 week Midterm test Break  
 Teaching Pattern : Lecture + Tutorial  
 Lecturer's Name : Owen S Collins-Cole  
 Principal Lecturer's Name: Ayorinde, Oluwatosin B.  
 Contact Number : +23276156295  
 E-Mail : owen.sandy@limkokwing.edu.sl

Prepared by : ..Owen S. Collins-Cole.....

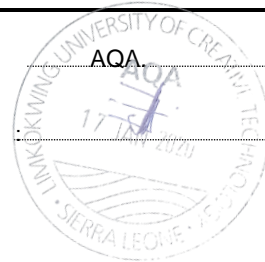
Approved by: AQA.....

Signature : ..... Date .....

Signature : ..... Date .....

Prepared by : ..Oluwatosin B. Ayorinde.....

Signature : ..... Date .....



This document comprises the following:

- Essential Information
- Specific Module Information
- Module Rules & Regulations
- Grades
- Plagiarism
- Module Introduction
- Module Aims & Objectives
- Learning Outcome
- Specific Generic Learning Skills
- Syllabus + Lecture Outline
- References
- Assessment Schedule
- Assessment Criteria
- Specific Criteria

Other documents as follows will be issued to you on an ongoing basis throughout the semester:

- Handouts for Assignments
- Submission Requirements + Guidelines

### 1.0 ESSENTIAL INFORMATION

- All modules other than electives are 'significant modules'

- As an indicator of workload one credit carries and additional 2 hours of self study per week. For example, a module worth 3 credits require that the student spends an additional 6 hours per week, either reading, completing the assignment or doing self directed research for that module.
- Submission of ALL assignment work is compulsory in this module. A student cannot pass this module without having to submit major assignment work and sit for the final examination by the due date or an approved extension of that date. Failure to submit a major assignment and sit for the final examination results to DNC.
- All assignments are to be handed on time on the due date. Students will be penalised 10 percent for the first day and 5 percent per day thereafter for late submission (a weekend or a public holiday counts as one day). Late submission, after the date Board of Studies meeting will not be accepted.
- Due dates, compulsory assignment requirements and submission requirements may only be altered with the consent of the majority of students enrolled in this module at the beginning/early in the program.
- Extensions of time for submission of assignment work may be granted if the application for extension is accompanied by a medical certificate.
- Overseas travel is not an acceptable reason for seeking a change in the examination schedule.
- Only the Head of School can grant approval for extension of submission beyond the assignment deadline.
- Re-submission of work can only receive a 50% maximum pass rate.
- Supplementary exams can only be granted if the level of work is satisfactory **AND** the semester work has been completed.
- Harvard referencing and plagiarism policy will apply on all written assignments.

## 2.0 SPECIFIC MODULE INFORMATION

- Attendance rate of 80% is mandatory for passing module.
- All grades are subject to **attendance** and **participation**.
- Absenteeism at any scheduled presentations will result in zero mark for that presentation.
- Visual presentation work in drawn and model form must be the original work of the student.
- The attached semester program is subject to change at short notice.

## 3.0 MODULE RULES AND REGULATIONS:

### Assessment procedure:

- These rules and regulations are to be read in conjunction with the UNIT AIMS AND OBJECTIVES
- All assignments/projects must be completed and presented for marking by the due date.
- Marks will be deducted for late work and invalid reasons.
- All assignments must be delivered by the student in person to the lecturer concerned. No other lecturer is allowed to accept students' assignments.
- All tests/examinations are compulsory.
- Students must sit the test/examination on the notified date.
- Students are expected to familiarize themselves with the test/examination timetable.
- Students who miss a test/examination will not be allowed to pass.

- Any scheduling of tutorials, both during or after lecture hours, is TOTALLY the responsibility of each student. Appointments are to be proposed, arranged, confirmed, and kept, by each student. Failure to do so in a professional manner may result in penalty of grades. Tutorials WITHOUT appointments will also NOT be entertained.
- Note that every assignment is given an ample time frame for completion. This, together with advanced information pertaining deadlines gives you NO EXCUSE not to submit assignments on time.

#### 4.0 GRADES

All modules and assessable projects will be graded according to the following system. With respect to those units that are designated 'Approved for Pass/Fail' the grade will be either PA or F:

<b>Grade</b>	<b>Numeric Grade</b>	<b>Description</b>
90 – 100	A+	Pass with Distinction
85 – 89	A	
80 – 84	A-	
75 – 79	B+	Pass with Credit
74 – 70	B	
65 – 69	B-	
60 – 64	C+	Pass
55 – 59	C	
50 – 54	C-, PX, PC	
0 – 49	F	Fail

EXP	Exempted
PC	Pass Conceded
PP	Pass Provisional with extra work needed
PX	Pass after extra work is given and passed
X	Ineligible for assessment due to unsatisfactory attendance
D	Deferred
W	Withdraw
DNA	Did Not Attend Module
DNC	Did Not Complete Module

#### 5.0 PLAGIARISM, COPYRIGHT, PATENTS, OWNERSHIP OF WORK: STUDENT MAJOR PROJECT, THESES & WORKS

See LIMKOKWING, HIGH FLYERS HANDOUT, pg 10.

#### 6.0 MODULE INTRODUCTION

The module exposes you to describe what E-Commerce is, how it is being conducted and managed and what are the major opportunities, limitations, issues and risks are.

## 7.0 MODULE AIMS AND OBJECTIVES

- Exposes you to the knowledge and depth of how e-commerce emerged and change our business and social structures
- You will explore how e-commerce technological challenges have forced global corporate enterprises to acquire faster and better communication facilities.

## 8.0 LEARNING OUTCOME

Upon completion of the module, student will be able to identify and understand the following:

- The fundamental aspects of E-Commerce including knowledge of the history of the internet and its influence on E-Commerce
- How E-Commerce deal with customers relationship management, resource planning, supply chain management , procurement and knowledge management.
- Locate and interpret E-Commerce marketing statistics in order to effectively plan E-Commerce marketing Strategies.
- Recognize how and why E-Commerce is increasingly being integrated into the modern business model
- Research information about software, hardware and service providers
- Implementation costs, transactions and security concerns, staffing issues related to E-Commerce and the international Market place.

## 9.0 SPECIFIC GENERIC LEARNING SKILLS

Upon completion of the module, student will acquire skills in:

- Knowledge and history of E-Commerce
- Effect of E-Commerce in the modern world
- The difference in business principles between E-Commerce and General Business.
- Components of E-Commerce.

---

## 10.0 UNIT SYLLABUS + LECTURE OUTLINE:

Week: 1

### LECTURE 1: OVERVIEW OF E-COMMERCE

*Lecture Synopsis: Definitions, benefits and limitations, the driving force and impact of E-Commerce*

*Handout: Module outline and Chapter 1 PowerPoint handouts*

---

Week: 2

### LECTURE 2: E-MARKET PLACES

*Lecture Synopsis: Structures, Mechanisms, Economies and Impacts*

*Handout: Chapter 2 PowerPoint handouts and Assignment 1 (Individual Assignment)*

---

Week: 3

**LECTURE 3: RETAILING IN ELECTRONIC COMMERCE: PRODUCTS AND SERVICES**

*Lecture Synopsis: Overview of E-Commerce Marketing Structure, Forecast of the B2C Electronic Markets, Business Models of Electronic Marketing, Direct Marketing, Procedure of Internet Shopping, the impact of E-Commerce on traditional retailing systems*

*Handout: Chapter 3 PowerPoint handouts*

---

Week: 4

**LECTURE 4: ADVERTISEMENTS IN E-COMMERCE**

*Lecture Synopsis: Web advertisement, Models, Improving Efficiency and Issues*

*Handout: Chapter 4 PowerPoint handouts and Assignment 2 (Group Project)*

---

Week: 5

**LECTURE 5: E-COMMERCE FOR SERVICE INDUSTRIES**

*Lecture Synopsis: Broker-Based Services, travel and tourism services, trading stocks online, cyber banking and personal finance and auctions*

*Handout: Chapter 5 PowerPoint handouts*

---

Week: 6

**LECTURE 6: BUSINESS-TO-BUSINESS E-COMMERCE**

*Lecture Synopsis: Characteristics of B2B EC, Models of B2B EC, Just in time Delivery, Internet Based EDI*

*Handout: Chapter 6 PowerPoint handouts*

---

Week: 7

**CLASS TEST**

Week: 8

**SEMESTER BREAK**



Week: 9

**LECTURE 7: INTRANET AND EXTRANET**

*Lecture Synopsis: Architecture of the Internet, Intranet and Extranet, Intranet Software, Applications of Intranets, Considerations of Intranet Deployment, the Extranet and Business Models of Extranet Applications*

*Handout: Chapter 7 PowerPoint handouts*

---

Week: 10

**LECTURE 8: Electronic Payment Systems**

*Lecture Synopsis: E-Payment and Protocols, Security Schemes in E-Payment Systems, Electronic Credit Card system on the internet, Electronic check system, Unified Payment System*

*Handout: Chapter 8 PowerPoint handouts*

---

Week: 11

**LECTURE 9: EC STRATEGY AND IMPLEMENTATION**

*Lecture Synopsis: Strategy Planning for EC, E-Commerce Strategy in Action, Competitive Intelligence on the Internet*

*Handout: Chapter 9 PowerPoint handouts*

---

Week: 12

**LECTURE 10: PUBLIC POLICY: FROM LEGAL ISSUES TO PRIVACY**

*Lecture Synopsis: Commerce related legal incidents, legal, ethical and other public policy issues, Protecting intellectual property, taxation and encryption policies, consumer and seller protection in e-commerce.*

*Handout: Chapter 10 PowerPoint handouts*

*DUE DATE: GROUP PROJECT*

---

Week: 13

**LECTURE 11: INFRASTRUCTURE OF E-COMMERCE**

*Lecture Synopsis: Internet Protocol, Web-based Client Server, Internet Security and Selling on the web.*

*Handout: Chapter 11 PowerPoint handouts*

---

Week: 14

## **LECTURE 12: ECONOMICS, GLOBAL AND OTHER ISSUES IN E-COMMERCE**

*Lecture Synopsis:* Virtual Communities, Global E-Commerce, Research and Future of E-Commerce

*Handout:* Chapter 12 PowerPoint handouts

---

Week: 15

### **FINAL EXAMINATION WEEK**

---

Week: 16

### **FINAL EXAMINATION WEEK**

---



## **11.0 REFERENCES**

Turban E, Lee J, King D & Chung., *Electronic Commerce-A Managerial Perspective*, 2006, USA  
Prince Hall International Inc

Deitel HM & Deitel PJ, *E-Business and E-Commerce for Managers*, 2002, New Jersey, Prentice  
Hall International Inc.

---

## **2.0 ASSESSMENT SCHEDULE**

<b>ASSIGNMENT DESCRIPTION</b>	<b>ISSUE DATE</b>	<b>DUE DATE</b>	<b>%</b>
ATTENDANCE	WEEK1 TO	WEEK 6	5%
INDIVIDUAL ASSIGNMENT	WEEK 2	WEEK 4	15%
GROUP ASSIGNMENT(MAJOR)	WEEK 4	WEEK 12	25%
CLASS TEST	WEEK 7	WEEK7	20%
ATTENDANCE	WEEK9 TO	WEEK14	5%
FINAL EXAM (MAJOR)	WEEK 15	WEEK 15	30%
.			
<b>TOTAL</b>			<b>100%</b>

---

## **13.0 ASSESSMENT CRITERIA**

Process of grading and criteria used to determine the grades, passes and high distinctions.

#### 14.0 SPECIFIC CRITERIA

- Each assignment will be handed out with the project brief and will vary, depending on the teaching and learning objectives of the specific assignment.
- Each student will receive a completed assessment sheet back with their marks, thereby giving student feedback on each set criterion and the project as a whole.
- Marks for each project will be posted on the Bulletin Board with student number within 2 weeks of hand-in date.

