

## **Course: Bachelors in Information Technology**

### **Module: E-Commerce Concepts**

**Module Code Number: ECC304**

#### **Learning Hours and Tutorials**

Lectures: 25 lecture Hours

Tutorials: 25 Tutorial Hours

#### **Expected learning outcomes:**

- ❖ Explain business technologies, standards and processes involved in implementing e-commerce
- ❖ Apply advance modes on usage of information technology in business activities, new opportunities developed from the usage of Internet among its users
- ❖ Develop simple e-commerce applications for specific areas of business that had potential commercialization values.

#### **Curricular Content:**

#	Topic	Subject in Detail	Lecture Hours	Tutorial Hours
1	History Of E-Commerce	➤ Development of telegraph, mail orders, call centers	1	1
2	Edi	➤ Web businesses, network economy, real and virtual network.	1	1
3	Economy Scale	➤ Economy scale offer vs. demand, Metcalfe's Law, dominant enterprise model and cost model.	1	1
4	Website Design For Commerce	➤ Working with Database structure	2	2
5	Types Of Payment Mechanism	➤ Stock and price control, credit cards and other types of payment mechanism	2	2
6	Security:	➤ SSL; Microsoft Passport; Audit. ➤ Help desk and Conflict of resolution	2	2
7	Law and E-Commerce (I)	➤ Contract and tort; copyright; binding effect; liability and improvement. Regulation: Register IP	2	2



8	Law And E-Commerce (II).	➤ Data protection EU Command about distance selling, digital signatures	2	2
9	Traditional Media Integration	➤ Problems in network marketing. Selling internationally.	2	2
10	E-Commerce In Practice	➤ Traffic analysis, Analysis traffic; search engine; dynamic price model.	2	2
11	Position Of Personal And Local	➤ E-mail, value extraction. Position of personal and local.	2	2
12	Data Mining.	➤ Stock and price control and advertisement model.	2	2
13	Financial:	➤ Business planning, start-up model, equity market,	2	2
14	Share Holders	➤ Maximize shareholders value and future trend ➤ Mobile commerce	2	2
		<b>Total</b>	25	25

## Assessment Methods and Grading Criteria

### Grading criteria

Grade	Description	Mark
HD	High Distinction	85-100
DI	Distinction	75-84
CR	Credit	65-74
PA	Pass	50-64
SA	Satisfactory	Pass where no grade is given
RS	Re-sit	45-49
RD	Re-do	00-44
US	Unsatisfactory	Fail where no grade is given

Assessment Type	Task Type	Weight
<b>Internal Assessment</b>		50%
Case Study 1	Individual / Online	5 %
Case Study 2	Individual / Online	5 %
Presentation	Individual / Online	15 %
Written Assignment	Individual	25 %
<b>Final Examination</b>	Individual	50 %



## Assessment Details

### Case Study 10%

After first four topics a case study based on the topic will be given. Each case study will contain a range of questions covering the topic. The students are expected to analyse the case and answer it.

Quizzes will be administered according to the following table.

CASE STUDY	TOPICS COVERED
Case Study 1	From Topic 1 to Topic 4
Case Study 2	From Topic 5 to Topic 8

### Written Assignment 25%

The students will be provided an assignment worksheet of sixteen questions. The assignment must be submitted within seven working days after the last lecture. The assignment task will be given before the last week of lecture sessions.

### Final Examination 50%

Final examination paper will be assessed out of 100 marks.

The paper will be set for 3 hours plus 10 minutes reading time.

The examination paper will consist of three sections.

- Section A: 10 multiple-choice questions carrying 1 mark each
- Section B: 10 short answer questions carrying 4 marks each
- Section C: 5 structured questions carrying 10 marks each

#### 4.6.11 List of reference materials, if relevant:

- ❖ Business Ethics: Concepts and Cases by Velasquez Manuel G.
- ❖ Business Ethics: Facing Up to the Issues by Chris Moon and Clive Bonny