



Electronic Commerce

Course outline

Assessments

Presentation

20 %

- 15% present
- 5% Q&A

Assignment

30 %

Final exam

50 %

- Opened exam
- Multiple-choice

() Missing any parts of the above assessment will lead to zero grade.*

Course Goals

- L.O.1: Explain what electronic commerce is
- L.O.2: Describe electronic commerce environment
- L.O.3: Describe dynamic pricing strategies
- L.O.4: Describe online marketing methods
- L.O.5: Understand basic technologies in electronic commerce
- L.O.6: Present the principles of user experience and interface design and e-commerce
- L.O.7: Describe mechanisms to make electronic commerce systems secure
- L.O.8: Describe the importance of online payment
- L.O.9: Analyze the role of mobile commerce
- L.O.10: Describe development process for electronic commerce systems

Week	Content	Notes
02	Chapter 1: Introduction to E-commerce	Lecture
03	OFF BLENDED – Research topic and make groups (DIY)	DIY
04	Chapter 2: E-commerce environment	Lecture
05	OFF BLENDED – Prepare presentation+ Chapter 3: Pricing & revenue models	Blended Videos
08	Chapter 4: Online marketing	PRESENT 1,2
09	Chapter 5: Electronic payment	PRESENT 3,4
10	Chapter 6: Design Thinking and Methodology	PRESENT 5,6
12	Chapter 7: Mobile commerce	PRESENT 7,8
13	Chapter 8: Planning	Lecture
14	OFF BLENDED – Discuss assignment	Blended Videos + DIY
15	OFF	Lecture
16	OFF	
17	OFF	
18	Demo Assignment 1 + 2 + 3 + 4	Group 1 - 8
19	Review	

Presentation

- Students register presentation seminars by groups. Each group has 4 members. Each member has to fill in the registration form
https://docs.google.com/spreadsheets/d/1JPRUBs_zHh3ctEG6E2qiL_g3q1B_pZVzYecXFpokTNU/edit?usp=sharing
- **Deadline: before 24/01/2024**
- Each group chooses a different topic.
- Each presentation takes 30-45 minutes.
- Assessment Criteria
 1. What? (2 marks)
 2. How? (5 marks)
 3. Case study? (2 marks)
 4. Kahoot & QA (1 mark)

References

- [1] G. P. Schneider (2016), **Electronic Commerce**, 12th Edition, Course Technology, ISBN: 978 0-538-46924-1
- [2] Krug, S. (2000), **Don't make me think!: a common sense approach to Web usability**, Pearson Education India.
- [3] Reynolds, J. (2004), **The complete e-commerce book: design, build & maintain a successful web-based Business**, CRC Press.
- [4] Kenneth, c. L. (2019), **E-commerce 2019: business, technology and society**, Prentice hall.