Introduction to e-Commerce

Basic Information

Title: Introduction to e-Commerce
Code: ECM301
Credit Hours: 3 C.H.
Prerequisite(s): MIS101
Classification: Major Compulsory Course

Overview and Syllabus

This course emphasizes the major concepts and activities of e-commerce. It presents an e-commerce framework. Various topics are covered including electronic payment systems, order fulfillment, electronic customer relationship management, e-auctions, business to business e-commerce, selling and buying in private e-markets, e-supply chains, collaborative commerce, intrabusiness e-commerce, corporate portals, mobile commerce and pervasive computing.

Learning Objectives

- Define Electronic Commerce (EC) and describe its various categories.
- Describe and discuss the content and framework of EC.
- Describe the digital revolution as a driver for EC.
- Describe the business environment as a driver for EC.
- Describe some EC business models.
- Describe the benefits of EC to organizations, consumers, and society.
- Understand the shifts occurring with regards to non-cash and online payments.
- Describe payment methods in B2B EC, including payments for global trade.
- Discuss electronic bill and invoice presentment and payment.
- Understand the sales tax implications of e-payments.
- Describe the role of support services in EC.
- Describe the major problems of EC order fulfillment.
- Describe various solutions to EC order fulfillment problems.
- Describe content issues and management of EC sites.
- Describe other EC support services.
- Discuss the drivers of outsourcing support services and the use of ASPs.

- Define the various types of e-auctions and list their characteristics.
- Describe the benefits and limitations of e-auctions.
- Describe some unique e-auction models.
- Describe the various services that support e-auctions.
- Describe the hazards of e-auction fraud and discuss possible countermeasures.
- Describe bartering and negotiating.
- Describe e-auction deployment and implementation issues.
- Analyze future directions of mobile e-auctions.
- Describe the B2B field.
- Describe the major types of B2B models.
- Discuss the characteristics of the sell-side marketplace, including auctions.
- Describe the sell-side intermediary models.
- Describe the characteristics of the buy-side marketplace and e-procurement.
- Explain how reverse auctions work in B2B.
- Describe B2B aggregation and group purchasing models.
- Describe other procurement methods.
- Explain how B2B administrative tasks can be automated.
- Describe Web EDI, XML, and Web services.
- Define e-supply chain and describe its characteristics and components.
- List supply chain problems and their causes.
- List solutions to supply chain problems provided by EC.
- Define e-commerce and list its major types.
- Describe collaborative planning and Collaboration, Planning, Forecasting and Replenishing (CPFR), and list their benefits.
- Define intrabusiness EC and describe its major activities.
- Discuss integration along the supply chain.
- Understand corporate portals and their types and roles.
- Describe e-collaboration tools such as workflow and groupware.
- Define mobile commerce and understand its relationship to e-commerce.
- Understand the mobile computing environment that supports m-commerce.
- Describe the four major types of wireless telecommunications networks.
- Discuss the value-added attributes and fundamental drivers of m-commerce.
- Describe the application of m-commerce within organizations.
- Understand B2B and supply chain management applications of m-commerce.

- Describe consumer and personal applications of m-commerce.
- Understand the technologies and potential application of location-based m-commerce.
- Describe the major inhibitors and barriers of m-commerce.
- Discuss the key characteristics and current uses of pervasive computing.

Learning Outcomes

- The major types of EC transactions.
- How to develop processes involved in using credit cards online.
- How to use smart cards.
- How to apply various online alternatives to credit card payments and identify under what circumstances they are best used.
- What processes and parties involved in e-checking.
- How to apply order fulfillment and describe its process.
- How to conduct forward and reverse e-auctions.
- The infrastructure and standards requirements for B2B.
- How to have m-commerce applications in finance and advertising.

Course Outline

Module 01: Overview of Electronic Commerce Introduction Objectives **Lesson 01:** E-Commerce Definition and Concepts **Lesson 02:** E-Commerce Framework, Classification and Content **Lesson 03:** E-Commerce business Models **Lesson 04:** Networks for E-Commerce Summary Assessment
Module 02: Electronic Payment Systems Introduction Objectives **Lesson 01:** Electronic Payment System Definition and Methods **Lesson 02:** Types of E-Payment System **Lesson 03:** B2B E-Payment Summary Assessment
Module 03: Order Fulfillment, E-CRM,and other support services Introduction Objectives **Lesson 01:** Order Fulfillment: An Overview and Definition

Lesson 02: An Overview of Customer Relationship Management(CRM) **Lesson 03:** Other EC Support Services Summary Assessment
Module 04: E-Auctions Introduction Objectives **Lesson 01:** An Introduction of E-Auctions **Lesson 02:** E-Auctions Models And Types **Lesson 03:** Future of E-Auctions Summary Assessment
Module 05: B2B E-Commerce: Selling and Buying in Private E-Markets Introduction Objectives **Lesson 01:** An overview of B2B model **Lesson 02:** Components of B2B model Summary Assessment
Module 06: E-Supply Chains, Collaborative Commerce, Intrabusiness EC, and Corporate Portals Introduction Objectives **Lesson 01:** An overview of E-Supply Chains **Lesson 02:** An overview of Collaborative Commerce, Intrabusiness EC, and Corporate Portals Summary Assessment
Module 07: Mobile Computing and Pervasive Computing Introduction Objectives **Lesson 01:** M-commerce: An Introduction and Applications **Lesson 02:** How to Manage and Secure M_Commerce Summary Assessment

*Delivery mode of each module/topic will be determined by instructor and could differ from one semester to the other.