<table>
<thead>
<tr>
<th>Course name</th>
<th>Electronic Commerce</th>
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<tr>
<th>Course ID:</th>
<th>40-438</th>
<th>Credits:</th>
<th>3</th>
<th>Program:</th>
<th>Undergraduate</th>
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<tr>
<td>Prerequisites:</td>
<td>Information Technology</td>
<td>Co-requisites:</td>
<td>-</td>
<td>Prepared by:</td>
<td>Mohammad Taghi Isai</td>
</tr>
</tbody>
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**Aim**

To make students familiar with:

- Fundamental concepts of e-business and e-commerce
- Techniques and methods for analysis and design of e-business models
- Challenges and key success factors of deploying e-commerce solutions
- Success and failures reported in the literatures

**Outline**

1. Introduction to E-Commerce and E-Marketplaces
   a. E-Commerce: Definitions and Concepts
   b. An EC Framework
   c. E-Commerce Drivers, Limitations and Benefits
   d. E-Commerce Business Models
   e. E-Marketplace Components
   f. Types of E-Marketplaces: From Storefronts to Portals
   g. Transactions, Intermediation, and Process in Electronic Commerce
   h. Electronic Catalogs and Other Market Mechanisms
   i. Auctions, Bartering, and Negotiating Online
   j. Porter’s Competitive Forces Models

2. Internet Consumer Retailing
   a. Internet Marketing and Electronic Retailing
   b. E-Tailing Business Models
   c. On-Demand Delivery Systems and E-Grocers
   d. Online Purchase-Decision Aids
   e. Issues in E-Tailing: Channel Conflict
   f. Consumer Behavior Online
   g. Mass Marketing, Market Segmentation, and One-to-One Marketing
   h. Personalization, Loyalty, Trust, and Satisfaction in EC
   i. Market Research for EC
   j. Online Advertising Methods
   k. CRM and Its Relationship with EC
   l. Delivering Customer Service in Cyberspace

3. Business-to-Business E-Commerce
   b. Supply Chain Relationships in B2B
   c. The Benefits and Limitations of B2B
   d. One-to-Many: Sell-Side E-Marketplaces
   e. Selling via Intermediaries, Distributors, and Auction
   f. One-from-Many: Buy-Side E-Marketplaces
g. E-Procurement Methods
h. B2B Electronic Exchanges
i. Revenue Models of Exchanges
j. Third-Party and Directory Exchanges
k. Consortium Trading Exchanges (CTE)
l. Dynamic Trading: Matching and Auctions
m. Partner and Supplier Relationship Management

4. Other EC Models and Applications
   a. E-Government: An Overview
   b. Implementing E-Government
   c. E-Government Drivers and Barriers
d. E-Learning
e. Badrul Khan Model
f. Drawbacks and Challenges of E-Learning
g. Online Publishing
h. Knowledge Management and Electronic Commerce
i. Consumer-to-Consumer Electronic Commerce

5. EC Support Services
   a. Basic security Issues
   b. Information Assurance (IA)
c. Types of Threats and Attacks
d. Non-Technical Attacks: Social Engineering
e. Managing EC Security
f. E-Commerce Security Strategy and Life Cycle Approach
g. Securing EC Communications
h. Online Payment Processes
i. E-Micropayments
j. E-Checking
k. Electronic Bill Presentment
l. B2B Electronic Payments
m. The Sales Tax Issues

6. EC Strategy and Implementation
   a. Organizational Strategy: Concepts and Overview
   b. Business Planning In E-Commerce
c. E-Strategy Initiation
d. E-Strategy Formulation
e. E-Strategy Implementation
f. E-Strategy And Project Assessment

7. Conclusion & Summary
Evaluation Criteria

Midterm exams (2 exams): 40%
Final exam: 20%
Assignments and project: 40%

References
