

Course name	Electronic Commerce		
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Course ID:	40-438	Credits:	3	Program:	Undergraduate
Prerequisites:	Information Technology			Co-requisites:	-
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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**
 - a. **Concepts, Characteristics, and Models of B2B Electronic 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

1. Turban, E., King, D., Lee, J., Liang, T.-P., & Turban, D. C. (2010). *Electronic Commerce 2010: A Managerial Perspective*. Pearson.
2. Afuah Allan, Tucci Christopher L. (2003). *Internet Business Models and Strategies*. McGraw Hill