

1.	Course Title	<b>E-Business</b>		
2.	Course Code	<b>CICT4573</b>		
3.	Status	Faculty		
4.	Credit Hour	Credit hour: 3 (2+1) 2 for lecture ( 2 hours per week x 14 weeks) 1 for tutorial (1.5 hours per week x 14 weeks) Lab work- using simulator & emulator supervised by tutor		
5.	Semester/Year			
6.	Prerequisites	BMGT Management Theory and Practices CICT2103 Management Information Systems BMKT2023 Marketing Theory and Practices		
7.	Teaching method:	Distance Learning (Electronic)		
8.	Evaluation	<b>Assessment and Marking Percentage:</b> Participation5% Quizzes15% Project15% Mid Sem Exam15% Final Examination50%		
9.	Lecturer			
10.	Objective of the Subject	<ul style="list-style-type: none"><li>To demonstrate the knowledge of key technological infrastructure of e-commerce.</li><li>To understand the mechanisms and concepts of various online business models.</li></ul>		
11.	Learning Outcomes	By the end of the subject, students should be able to demonstrate the fundamental knowledge and skills of electronic business and the various online business mechanisms. Students are also expected to be able to integrate e-commerce concepts to various business functions.		
12.	Synopsis			
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	<b>1. Introduction to E-business</b> Definition and Basic Concepts Features of E-Commerce Technology .	2	
	Topic 2	<b>E-business Technological Infrastructure</b> The Internet Technology Intranets and Extranets The World Wide Web Features of the Internet and the Web	3	2
	Topic 3	<b>3 Website Development and Management Process</b> Building an E-commerce Web Site E-commerce Software Hardware Platform Personalization and Customization Tools	4	4
	Topic 4	<b>4. E-commerce Business Models</b> Key Elements of a Business Model Business to Consumer (B2C) Business Models Consumer to Consumer (C2C) Business Models Peer to Peer (P2P) Business Models Mobile Commerce (M-Commerce) Business Models	3	3
	Topic 5	<b>5. B2B and E-Supply Chain Management</b> Business to Business (B2B) Business Models	3	3

## Bachelor of Business Administration in E-Commerce (Hons)

		Supply Chain Management Systems Collaborative Commerce E-distributors E-procurement Independent Exchanges Industry Consortia		
	Topic 6	<b>6.E-commerce Security and Technological solutions</b> E-commerce Security Threats Technological Solutions	2	2
	Topic 7	<b>7.E-commerce Payment Systems</b> Traditional Payment Systems Digital Payment Systems Electronic Billing Presentment and Payment (B2C) Electronic Invoice Presentment and Payment (B2B)	3	2
	Topic 8	<b>8.E-Marketing Concepts</b> Basic Concepts of Internet marketing Internet Consumer Behavior Internet Marketing Technologies Market Entry Strategies Customer Relationship	3	2
	Topic 9	<b>9.Internet Marketing Communications</b> Internet Advertising Internet Marketing Metrics Web Site as a Marketing Communications Tool	2	2
	Topic 10	<b>10.Ethical and Internet Regulation Issues</b> Basic Ethical Concepts Privacy and Information Rights Intellectual Property Rights Governance Public Safety and Welfare	2	2
		Total contact hours	28	22
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main reference:	Laudon, K.C. and Traver, C.G. (2008), <b><u>E-Commerce: Business, Technology and Society</u></b> (4th Edition), Prentice Hall: New Jersey.		
15.	Additional References:	Rayport, J.F. and Jaworski B.J. (2004), <b><u>Introduction to E-Commerce</u></b> , McGraw-Hill: New York.		
		Turban, E., King, D., Viehland, D. and Lee, J. (2006), <b><u>E-Commerce : A Managerial Perspective</u></b> , Pearson Education: New Jersey		
	Other Materials:	All other materials will be available to students online.		