COURSE FILE SUMMARY

COURSE INFORMATION

College / Institute / **Center:**	Management & Technology	**Department:**	Business Information System Dept.
Program Title:	Bachelor of Business Administration	**Program Code:**	ECR
Course Title:	**Introduction to e-business**	**Course Code:**	**CR226**

# Hours:	------- 32 hr --------	----- 28 hr ------	------- 3 hr ---------
	Lecture	Lab / Tutorial	Credit

Pre Requisites : ES211

COURSE AIM

This subject provides a detailed overview of the concepts and processes used in doing business electronically. This will include information exchange processes (EDI) and inter- and intra-organisational communications; electronic exchange and business including EFT, smart cards and electronic money; security issues and networks; internets, intranets and extranets; business models and e-commerce; the internet customer and marketing; economics and e-commerce; taxation, business and exchange issues in e-commerce; legal and ethical issues in e-commerce. Students will receive experience in using and adapting existing www and electronic commerce software in developing applications of e-commerce in real-world contexts.

COURSE OBJECTIVES

This course has two primary purposes:
- Learn the terminology, technical architecture and business benefits of Electronic Commerce with an emphasis on the World Wide Web.
- Explore emerging technologies in the dynamic world of the World Wide Web.
- Plan, design, build and implement a business based Web Site.
- Develop the technical documentation for requirements definition, functional specifications, technical design and project planning of the Web Site.
- Practice the use of Microsoft Frontpage.
- Effectively use tools for establishing a presence on the Web.

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
Lectures	MBA	Computer & E-commerce Skills	1
Tutorials			
Laboratories / Workshops	Bsc.CS or Ms.C.	Computer & E-commerce Skills	1

LECTURE SCHEDULE

#	Lecture Week	Hrs	Description
1	1st.	3	Foundation of Electronic Commerce.
2	2nd.	3	Retailing in Electronic Commerce.
3	3rd.	3	On-line Customer Service, Internet Shopping.
4	4th.	3	Internet Consumers.
5	5th.	3	Market Research for Electronic Commerce
6	6th.	3	Internet Consumers and Market Research. (Real World Case)
7	7th	3	**Mid term exam**
8	8th.	3	Advertisement in Electronic Commerce, Web Advertisement.
9	9th.	3	Public B2B exchange and support services ChemConnect case study
10	10th.	3	B2B e-commerce, buying and selling in private market
11	11th.	3	An overview about e-governmonet, An overview about e-learning, An overview about M-commerce
12	12th.	3	Case Study
13	13th.	3	Electronic Payment Systems, Protocols and Security.
14	14th.	3	Electronic Credit Card, Debit Cards, and Electronic Fund Transfer
15	15th.	3	Case Study
16	16th.	3	**Fianl Exam**

TEXT BOOKS

Code*	Description
Main Refrance	Electronic Commerce A Managerial Perspective **by Efraim Turban, Jae Lee, David King, and H. Michael Chung** Electronic Commerce: A Managerial Perspective, 1/e Efraim Turban, California State, Long Beach, Jae Kuy Lee , Korea Advanced Institute of Science and Technology David King , Comshare, Inc. Michael Chung , California State, Long Beach **Published October 2008 by Prentice Hall Business Publishing** Copyright 2000, 512 pp. ISBN 0-13-975285-4

REFERENCE BOOKS

Code*	Description
	E-Business and E-Commerce Management by Dave Chaffey Published by Pearson Inc. Publication date 19 Dec 2006)
	Introduction to e-commerce by Jeffrey f. rayport, Bernard j. jaworski Published by MacGraw Hill , Publication date 2004

TUTORIAL SCHEDULE

#	Tutorial Week	Hrs	Topic

LABORATORY WORKSHOP SCHEDULE

#	Laboratory Week	Hrs.	Code	Description
1	1st	1.5	CR226	Browsing the Net.
2	2nd	1.5	CR226	Electronic mail.
3	3rd	1.5	CR226	Creating Website using Microsoft FrontpageXP.
4	4th	1.5	CR226	Formatting techniques and Manipulating tables.
5	5th	1.5	CR226	Usage of Graphics and Multimedia
6	6th	1.5	CR226	Identification of Bookmarks, Image Mapping and Hyperlinks.
7	7th	1.5	CR226	Lab Exam.
8	8th	1.5	CR226	Introducing Microsoft Frontpage Components.
9	9th	1.5	CR226	Using Frames , Managing Web Site.
10	10th	1.5	CR226	Steps followed for Importing and Publishing a website
11	11th	1.5	CR226	Evaluating Criteria for good site design
12	12th	1.5	CR226	Lab Project
13	13th	1.5	CR226	Lab Project Presentation

COMPUTER USAGE

PCs networked in client-server architecture with a server-based database engine. Client workstations are provided with front-end software tools to provide hands on practice for different topics covered in Lectures & Labs.

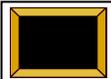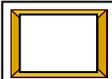Students are provided with a licensed copy of the used SW for in-house practice.

GRADING AND ASSESSMENT METHOD

Week #	Points	Written	Oral Presentation	Term Paper	Practical	Continuous	Project
7	30	30					
12	20			20			
1-15	10					10	
16	40	40					

A 2 hours end-of-semester written examination. Written work of up to 20 pages, group research and field projects taking approximately 20 hours in total. The weighting of the assessment components will be announced at the commencement of the subject.

READING MATERIAL

Code*	Description

*TB : Text Book   RB: Reference Book   ST: Standards / Codes   LN: Lecture Notes

SUPPLEMENTARY MATERIAL

Code*	Description
OS	Slides will be used for both the Lectures and the Lab sessions.
SW	Internet Based Application: Front Page XP

*PR: Periodical   SW: Software   VT: Video Tape   OS: Overhead Slide Projector
MD: Model   AC: Audio Cassette

EDUCATIONAL RESOURCES

Pepared by
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