



Course Title: E-Commerce

Course Code: CSIT105

Credit Units: 3

Level:

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
2	1	0	0	3

Course Objectives:

This course will prepare each student to do business on the Internet. Students will discover the significance of this rapidly expanding and changing area by studying the global impact of its technology and business opportunities. There is virtually no part of the organization that is not currently affected by changes in communications and networking technologies and this situation will not be changing as time moves forward. The central goal of this course is to develop an integrative knowledge of the digital economy. It focuses on the information superhighway as the technological enabler that has dramatically changed the way in which companies orchestrate their value creation. This course, with a strategic perspective in mind, looks into the knowledge-enabled enterprises and the influence of electronic commerce in shaping the rules of modern business environments. From a managerial point of view, the course will delineate the skills and knowledge required in the digital world. Finally, this course also offers a technology perspective that touches upon the underlying IT mechanisms for electronic commerce.

Prerequisites:

NIL

Student Learning Outcomes:

- comprehend the underlying economic mechanisms and driving forces of E-Commerce;
- understand the critical building blocks of E-Commerce and different types of prevailing business models employed by leading industrial leaders;
- appraise the opportunities and potential to apply and synthesize a variety of E-Commerce concepts and solutions to create business value for organizations, customers, and business partners;
- formulate E-Commerce strategies that lever firms' core competencies, facilitate organizational transformation, and foster innovation;
- undertake planning, organizing, and implementing of E-Commerce initiatives to effectively respond to of dynamic market environments.

Course Contents / Syllabus:			
4	Module I: E-Commerce: Foundation	20% Weightage	
	<ul style="list-style-type: none"> • Introduction to E-Commerce • E-Commerce vs E-Business • Advantages and Limitations of the field • E-Commerce framework • Impact of E-Commerce • Role of E-Business and their challenges 		
5	Module II : Internet Architecture and ISPs	20% Weightage	
	<ul style="list-style-type: none"> • Internet Architecture: Server and types of server • Role of Internet Service Provider • Types of Service Provider • Selecting an ISP • Selecting and Registering your Domain Name 		
6	Module III: e- Banking and e-Marketing	20% Weightage	
	<ul style="list-style-type: none"> • Internet Banking, Changing dynamics in banking industry • Internet Marketing, Online Marketing vs Offline Marketing • Challenges of Internet Marketing 		
7	Module IV: Models of e-Commerce and Network	20% Weightage	
	<ul style="list-style-type: none"> • e-Business- Characteristics • Models of B2B EC • Electronic Data Interchange • The Network- Internet, Intranet and Extranet • Use of Virtual Private Network 		
8	Module V :e-Security	20% Weightage	
	<ul style="list-style-type: none"> • Risk in Cyberspace, Protection and Recovery, • Encryption Techniques, Digital Signature 		

Pedagogy for Course Delivery:

The class will be taught using theory and case based method. In addition to assigning the case studies, the course instructor will spend considerable time in understanding the concept of innovation through the eyes of the consumer. The instructor will cover the ways to think innovatively liberally using thinking techniques.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	NA	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	PRESENTATION	GROUP DISCUSSION	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text:**Textbook**

- Turban E., King, D., Viehland, D., and Lee, J. (2010) *Electronic Commerce: A Managerial Perspective*, Upper Saddle River, New Jersey, Person Prentice Hall. (6th ed.)

References

- Holden. (1999) *Starting an Online Business for Dummies*, IDG.
- Kalakota & Robinson. (1999) *E-Business: Roadmap for Success*, Addison-Wesley.
- Laudon, K. C. and Traver, C. G., (2006) *E-commerce: Business, Technology and Society*, Upper Saddle River, New Jersey, Person Prentice Hall.

- Schneider, Gary P. & Perry, James T. (2000) *Electronic Commerce*, Thomson Learning.
 - Westland, Chris & Clark, Ted, (1999) *Global Electronic Commerce*, MIT Press.
 - A Whole New Mind: Moving From the Information Age to the Conceptual Age, by Pink, Daniel H. Publisher: Putnam Pub Group 2005.
 - The Profit Zone : How Strategic Business Design Will Lead You to Tomorrow's Profits, by Adrian Slywotzky, David J. Morrison, Bob Andelman, Publisher: Three Rivers Press (2002)
 - The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture, by John Battelle, Publisher: Portfolio Hardcover (2005)
 - Chen, S. (2004) *Strategic Management of E-Business*, 2nd ed. Chichester, England: John Wiley & Sons.
-