

COURSE SYLLABUS

COURSE TITLE:	eCommerce & eBusiness	COURSE CODE:	COMP311
PREREQUISITES:	MKTG210, COMP120	SEMESTER:	SPRING 2017
INSTRUCTOR:	Mr Baber MIRZA	CREDITS:	3
EMAIL:	baber_mirza@hotmail.com (I do not accept any homework by email)	SCHEDULE:	Fridays 11h30-14h30

COURSE DESCRIPTION:

Students may be curious about the terminologies E-commerce and E-Business. These terms are usually used interchangeably, and students have to understand that, in order for all e-commerce activities to be successful for any give business, it has to be backed by digital technologies. Meaning, without a proper e-business infrastructure, e-commerce will fail.

E-commerce encompasses the whole value chain activities of a business and organization. If done right, it will help in speed up processes, reduce costs of business expenses, and also generate an increase in ROI. Embracing digital technologies has become the norm for many organizations (big or small) and has given rise to platforms such as E-bay (auctioning sites), Facebook (social networks), and cloud networks. **The people who study Ecommerce related subjects for a Business Major have a higher chance at finding employment.**

E-Marketing is the marketing strategies used with digital technologies mixed with traditional and new philosophies of marketing to build profitable customer relationships (preferable using online digital technologies)

COURSE OBJECTIVES:

- To understand and learn key concepts and definitions pertaining to E-Marketing and E-Commerce
- To be able to understand project implementation, online consumer behavior, and the changing nature of digital technologies
- To be aware of the important challenges facing business managers regarding change management in E-Business and E-commerce.

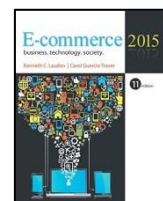
Presence in class is mandatory. More than 2 absences will lead to a failing grade.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- To be able to assess the online supply chain management of any given business infrastructure
- To be able to analyze the online consumer behavior and trends
- To conduct environment analysis of ecommerce activities in your industry

MANDATORY TEXTBOOK:



EVALUATIONS:

The final grade will be determined as follows:

Particulars	Grade
Focus Group (class participation)	20%
Major Quiz	20%
Case Studies	30%
Final Presentation	30%

Grades will be based on the following evaluation criteria:

INTENDED LEARNING OUTCOMES	SUPERIOR PERFORMANCE	SUFFICIENT PERFORMANCE	WEAK PERFORMANCE	INSUFFICIENT PERFORMANCE
Demonstration of the understanding of Ecommerce and its impact of business	Will demonstrate excellent understanding of Ecommerce and its impact of business	Will demonstrate good understanding of Ecommerce and its impact of business	Will demonstrate some understanding of Ecommerce and its impact of business	Will demonstrate little or no understanding of Ecommerce and its impact of business
Ability to explain the aspects of the online supply chain of any given company.	Aspects the online SCM of any given company well explained.	Aspects the online SCM of any given company taken into consideration.	Aspects the online SCM of any given company are addressed.	Aspects the online SCM of any given company not addressed.
Ability to describe the online consumer behavior.	Excellent description of the online consumer behavior.	Very good description of the online consumer behavior	Some description of the online consumer behavior	Very little or no description of the online consumer behavior.

Class Rules (That also has consequences on your grading): The class environment is a sacred place where individuals seek to correct their mistakes, gain insights, and engage in critical analysis and discussion. Please ensure that you have your cellphones on silent and they should not be visible. If you arrive 10 minutes after the class starting time, you will be marked late. Class breaks are for 10 minutes. Coming after the break time will lead you to get another late. 2 “late” leads to 1 “absence”. The first 10 minutes are reserved to discuss problems regarding the course material.

- Lateness – Attendance will be taken again after the break. 2 late equal to one absence
- Attendance (absences without valid reason will reflect poorly on your performance)
- **Late assignments (penalty will cause reduction in marks due to lateness or no marks will be awarded)**
- Quizzes (no make-up quizzes unless there is a valid reason for absence)
- Class Order (**No gossiping** – be part of the class and discussion)
- Cell Phones and gadgets (Off and in your pockets, laptops and tablets only to be used if allowed)
- Textbooks (**Required at all time in class**)

COURSE SCHEDULE:

Session / Date	TOPIC
Session 1 3-Feb	Introduction to Ecommerce In the first session, there will be description of Ecommerce and how it differs from Ebusiness, the significance of Ecommerce to business and various types of ecommerce
Session 2 ONLINE SESSION 10-Feb	Ecommerce Infrastructure We will discuss the main technology and concepts that make up the internet, understand how the web works, and how these features support ecommerce. <i>Case study 1 and 2 – To be given in class for Homework</i>
Session 3 17-Feb	Building an Ecommerce Presence Identify and understand the major considerations involved in choosing a web server, software, solutions, and merchant servers and other questions one should ask before proceeding to build a web presence. <i>Focus Group #1 Work Assignment – Build you own Ecommerce Presence (30 minutes)</i>
Session 4 ONLINE SESSION 3-Mar	Ecommerce Security and Payment Systems One of the most important chapters in the course. Identify the major ecommerce payment systems in use today. Identify the key security threats in the ecommerce environment. <i>Case study 3 and 4 – To be given in class for Homework</i>
Session 5 10-Mar	Ecommerce Business Strategies Another important discussion on the various business models, concepts and strategies for B2C, and B2B in ecommerce.
Session 6 17-Mar	Mid-term Exam Closed Book Second half is on Ecommerce Marketing and Advertising (Please note I have separate course on Digital marketing so the lecture won't be as thorough). We will try to understand the key features of online consumers, the basics of consumer behavior and online purchasing.
Session 7 31-Mar	Social Media, Mobile, and Local Marketing In this lecture, we will try to understand the difference and power of social media and traditional media. Identify the key elements of mobile marketing campaigns and capabilities of location based local marketing <i>See you after Spring Break</i>
Session 8	<i>Focus Group # 2 – Video Case studies</i>

7-Apr	<i>Followed by class work which will be graded</i>
Session 9 APRIL 8th SATURDAY CLASS	Online Media and Online Communities We will discuss two chapters. For online media, we will try to understand the major trends in online media and content consumption. For online communities, we will look into the different types of social networks and online communities as well as their business models. <i>Focus Group # 3 – Assignment on Online Community Engagement</i>
Session 10 14-Apr	Ecommerce Retailing and Services After developing the sensibility for ecommerce and its various applications, we will explore the retail sector. We will try to understand the environment in which the online sector operates and describe its major features. <i>Case study 5 and 6 – to be handed in on the day of the final exam</i>
Session 11 21-Apr	BPR (business process re-engineering). There will be some discussion on how Bricks and Mortar companies have to remap all business process for ecommerce and ebusiness. Focus Group # 4 – Video Case Studies
Session 12 28-Apr	Final Presentations