

## Course Syllabus

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| <b>1. Program of Study</b><br><b>Faculty/Institute/College</b> | Bachelor of Business Administration Program<br>Mahidol University International College   |
| <b>2. Course Code</b><br><b>Course Title</b>                   | ICIS 386<br>Electronic Commerce   |
| <b>3. Number of Credits</b>                                    | <b>4 (Lecture/Lab) (4-0-8)</b>  |
| <b>4. Prerequisite(s)</b>                                      | ICMB 221  |
| <b>5. Type of Course</b>                                       | Required Course   |
| <b>6. Trimester / Academic Year</b>                            | First, Second, Third Trimester/2007-2008  |
| <b>7. Course Conditions</b>                                    | 20-40 students  |
| <b>8. Course Description</b>                                   | The study of electronic commerce (EC) and electronic business (EB) implementation. The focus will be on e-business topics and concepts including EC business models, electronic payment systems, EC infrastructure, implementation concerns, design criteria, solution of business problems through case studies and other Web aspects. |
| <b>9. Course Objective(s)</b>                                  | After successful completion of this course, students will be able to<br>9.1 Understand the development of Internet presence in the business arena.<br>9.2 Understanding what e-Commerce is.<br>9.3 Understand the concepts of e-Commerce.<br>9.4 Apply e-Commerce fundamentals in businesses.   |

## 10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Introduction to course and subject & Definitions of subject	4	0	8	ITT
2	Processes of E-Commerce	4	0	8	ITT
3	Game Plan and Rules of E-Commerce	4	0	8	ITT
4	E-Commerce in Businesses	4	0	8	ITT
5	Components of E-Commerce	4	0	8	ITT
6	Logistics of E-Commerce	4	0	8	ITT
7	Technological concerns for E-Commerce	4	0	8	ITT
8	E-Payments	4	0	8	ITT
9	Security of E-Commerce	4	0	8	ITT
10	Legal Issues in E-Commerce	4	0	8	ITT
11	Discussion on future of E-Commerce	4	0	8	ITT
	<b>Total</b>	<b>44</b>	<b>0</b>	<b>88</b>	

## 11. Teaching Method(s)

Class discussion  
Field trip  
Guest speakers

## 12. Teaching Media

Chalkboard  
White-board  
Laptops  
Transparencies

## 13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability to understand the development of Internet presence in the business arena.
- 13.2 The ability to understand what e-Commerce is.
- 13.3 The ability to understand the concepts of e-Commerce.
- 13.4 The ability to apply e-Commerce fundamentals in businesses.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark	
1. Final exam	40%
2. Assignment I	25%
3. Assignment II	25%
4. Attendance	10%

#### 14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

#### 15. Reference(s)

- Turban, E., King, D., Lee, J., Warkentin, M., and Chung H.M. (2002). **Electronic Commerce – A Managerial Perspective**, Prentice Hall, New Jersey.
- Adam, N.R., Dogramaci, O., Gangopadhyay A., and Yesha, Y. (1999). **Electronic Commerce – Technical, Business and Legal Issues**, Prentice Hall PTR, New Jersey.
- Kalakota, R., and Robinson M. (2001). **e-Business 2.0**, Addison Wesley Information Technology Series, New Jersey.
- Rayport, J.F., and Jaworski, B.J. (2001). **e-Commerce**, McGraw-Hill International Edition, E-Commerce Series.
- Reynolds, J. (2000). **The Complete E-Commerce Guide**, CMP Books, New York.

#### 16. Instructor(s)

Ignatius Tan

#### 17. Course Coordinator

Program Director of Information Systems Major

