E-Business
Code: ADMN-317

Course Name: E-Business
Course Type: Core
Pre-Requisite: IT Skills MGIS 271
Concentration

Course Level:

<table>
<thead>
<tr>
<th>Year 1:</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Summer Semester</th>
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<tr>
<td>Year 2:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
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<tr>
<td>Year 3:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
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<tr>
<td>Year 4:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
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Course Description:
The Internet and more specifically, the worldwide web has brought about significant change in the way business is conducted. The rules and business models, however, for the new economy are still in their infancy. This course provides grounding in the concepts of electronic commerce, and then moves to an examination of the emergent and emerging business models. The IT/IS infrastructure that supports these various business models is addressed, particularly architecting systems including privacy and security issues.

Objectives:
The main objective of this course is to develop Knowledge & skills among the students to make business transactions over the net.

Learning Outcomes:
After going through this course, the students are expected to develop a better understanding, skills and knowledge in the field of Business.

Skills to be developed throughout the Course:
Students will develop their analytical and oral communication skills via case study work carried out in seminar sessions. Information technology and written communication skills will be developed when completing the written assignment which will also test student’s creative skills and their abilities to present theoretical information in practical situations.
Students are encouraged to make use of IT facilities particularly web sites to support research and reading.
Learning Resources:

1. Text Books

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Year</th>
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<tbody>
<tr>
<td>Gary P. Schneider</td>
<td>Electronic Commerce</td>
<td>Thomson Publications</td>
<td>2007</td>
</tr>
<tr>
<td>Dave Chaffey</td>
<td>E-Business and E-commerce Management</td>
<td>Prentice Hall.</td>
<td>2007</td>
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2. e-Library Reserves
   - http://www.emeraldinsight.com/insight
   - http://www.compulinkgroup.com

3. Internet
   - Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.
   - Courseware: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor’s methodological text. Such documentation will typically be posted regularly.
   - www.decalibrary.org
   - www.ipl.org

4. Journals
   - Journal of Information Technology
   - Computers in Industry
   - Information & Management
   - Computers & Operations Research

Delivery and Teaching Strategy: (Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)

Methods of Instruction: It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.

Assessment Strategy:

a. First Mid Term Exam: 20 Marks to be held on…….Day,…….Month, 20..
b. Second Mid Term Exam: 20 Marks to be held on……Day,…….Month, 20..
c. Attendance, Participation & Assignment: 10 Marks
d. Final Exam: 50 Marks
e. Total: 100 Marks

Syllabus Change Policy: This syllabus is a guide for the course and is subject to Change with advanced notice.
## Course Contents

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<tr>
<td><strong>Unit 2. E-Business Applications:</strong></td>
<td>E-Business Catalogues, Information Filtering, Digital Video and video processing, Desktop video conferencing, Mobile Commerce</td>
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<tr>
<td><strong>Unit 3. Electronic payment systems:</strong></td>
<td>Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems. Inter &amp; Intra Organizational Commerce - EDI, EDI Implementation, Value added networks, Supply chain Management.</td>
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