E-Business Principles and Practices  
Code: MGIS-377

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<th>Course Name: E-Business Principles and Practices</th>
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<td>Credit Hours</td>
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Learning Objectives
With this course students will be able to:

- Explore both the technical and business-related implications of electronically mediated commerce.
- Enables the student to trace the development of electronic business from its origins in electronic data interchange to its current growing importance.
- Explores the potential of electronic business for future development and the development of the ‘Information Society’
- Explores the impact of the Information Superhighway on economic and social regeneration through the creation of new forms of organizational structure and working practices.
- Introduces the student to the strategic, cultural, legal and ethical issues facing business organizations in their daily use of the Internet.
- Develop Knowledge & skills among the students to make business transactions over the net.
- Appreciate business models for Business to Business (B2B) and Business to Consumer (B2C) e-commerce.
- Evaluate e-business scenarios and propose appropriate e-business investment strategies
- Appreciate and understand topics related to e-business such as supply chain management, customer relationship management change management, E-procurement, and e-marketing.
Course Description:

Unit I: Introduction to E-Business and E-Commerce

Unit II: E-Business Environment

Unit III: E-Business Infrastructure

Unit IV: E-Business Applications and Security Issues
Introduction, existing practices in developing countries with respect to buying and paying online, Supply chain management – meaning, changes, classification, Logistics-meaning, types, Push and pull approaches to supply chain management, value chain, Virtual organization, Warner – VO characteristics, Options for restructuring the supply chain, Benefits of applying IS to SCM (B2B Company), E-procurement –conventional activities, e-procurement, drivers, Risks and impacts of e-procurement, Implementing e-procurement, Options for introducing e-procurement, Traditional vs Electronic Payment Methods, E-Banking, e-tailing, online publishing, Internet Issues- Management, service bottlenecks, Privacy & Security, Firewalls
Text Books

Reference Books

Recommended Links
- https://www2.bc.edu/~gallaugh/ecnotes.html