

1. Title of subject	Introduction to E-Commerce	
2. Subject code	FSBN 113	
3. Status of subject	Core	
4. Stage	Foundation	
5. Credit Hour	3 (3 hours per week X 14 weeks)	
6. Pre-Requisite	None	
7. Assessment	Coursework : 60% Final Examination : 40% Total : 100%	
8. Semester	Semester 3	
9. Objective of subject	The course introduces the basic principles of electronic commerce, including its legal, social and ethical dimensions. Besides that, this course will discuss about the different types of e-business models, e-commerce strategy and the building process.	
10. Synopsis of subject	This course covers the fundamentals of electronic commerce: identifying a business model for your company, preparing an e-commerce strategic plan, e-business and e-marketing processes, customer relationship management, the legal issues in electronic commerce, and security of online transactions.	
11. Details of subject	Contents	Hours
Week 1	TOPIC: INTRODUCTION TO E-COMMERCE	3

	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ define the meaning and scope of e-commerce and its different elements; ▪ summarise the main reasons for adoption of e-commerce and barriers that may restrict adoptions; ▪ outline the business challenges of introducing E-Commerce in an organisation. 	
	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 1 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 2	<p>TOPIC: INTRODUCTION TO E-BUSINESS</p> <p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> • define the meaning and scope of e-business and its different elements; • summarise the main reasons for adoption of e-business and barriers that may restrict adoptions; • outline the business challenges of introducing e-business in an organisation; • differentiate between e-commerce and e-business. 	3
	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 1 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 3	<p>TOPIC: E-COMMERCE FUNDAMENTALS</p>	3

	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ evaluate changes in business relationships between organisations and their customers enabled by e-commerce; ▪ identify the main business and marketplace models for electronic trading. 	
	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 2, Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 4	<p>TOPIC: E-BUSINESS INFRASTRUCTURE</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ outline the hardware and software technologies used to build an e-business infrastructure; ▪ outline the hardware and software requirements necessary to enable employee access to the internet and hosting of e-commerce services. 	
	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 3 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 5	<p>TOPIC: E-ENVIRONMENT</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to :</p> <ul style="list-style-type: none"> ▪ identify the different elements of the e-environment that impact on an organization's e-business and e-marketing strategy. ▪ identify the technological innovation involved in e-environment. 	

	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 4 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 6	<p>TOPIC: E-ENVIRONMENT</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ assess the impact of the legal, moral and ethical constraints or opportunities on a company and devise solutions to accommodate them; ▪ assess the role of macro-economic factors such as economics, government, e-business policies, taxation and legal constraints. 	
	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 4 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 7	<p>REVISION AND TEST (WEEK 1 - WEEK 6)</p>	3
Week 8	<p>TOPIC: E-BUSINESS STRATEGY</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ follow an appropriate strategy process model for e-business; ▪ apply tools to generate and select e-business strategies; ▪ outline alternative strategic approaches to achieve e-business; ▪ understand the different types of information systems that are important in e-business. 	

	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 5 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 9	<p>TOPIC: E-MARKETING</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ assess the need for separate e-business and e-marketing strategies; ▪ create an outline e-marketing plan intended to implement the e-marketing strategy; ▪ distinguish between marketing communication characteristics of traditional and new media. 	
	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 8 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 10	<p>TOPIC: SUPPLY CHAIN MANAGEMENT</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ identify the main elements of supply chain management and their relationship to the value chain and value networks; ▪ assess the potential of information systems to support supply chain management and the value chain. 	
	<p>Activity: Tutorial Questions</p>	

	<p>Further reading for this lesson: Chapter 6 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 11	TOPIC: E-PROCUREMENT	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to :</p> <ul style="list-style-type: none"> ▪ identify the benefits and risks of e-pocurement; ▪ analyse procurement methods to evaluate cost savings; ▪ assess different options for integration of organisations' information systems with e-procurement suppliers. 	
	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 7 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 12	TOPIC: CUSTOMER RELATIONSHIP MANAGEMENT	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ outline different methods of acquiring customers via electronic media; ▪ evaluate different buyer behaviour amongst online customers; ▪ describe techniques for retaining customers. 	
	<p>Activity: Tutorial Questions</p>	
	<p>Further reading for this lesson: Chapter 9 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>	
Week 13	TOPIC: ANALYSIS & DESIGN	3

	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> ▪ summarize approaches for analysing requirements for e-business systems; ▪ identify key elements of approaches to improve the interface design and security design of e-commerce systems. 		
	<p>Activity: Tutorial Questions</p>		
	<p>Further reading for this lesson: Chapter 11 Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2nd ed.). Prentice Hall.</p>		
Week 14	REVISION AND TEST (WEEK 8 – WEEK 13)		3
	Total		42
12. Text	Compulsory	Chaffey, D. (2004). <i>E-Business and E-Commerce Management</i> (2 nd ed.). Prentice Hall.	
	Reference	Greenstein, M., & Vasarhelyi, M. (2004). <i>Electric Commerce</i> (2 nd ed.). McGraw Hill.	