**BIT 2102 Electronic Commerce (3 CU)**

(a) **CourseDescription:** Thetopicscoveredinthiscourseinclude:computerizedtradingsystems, electronic fundstransfer,automaticproductidentification andbarcodetechnology, electronic data interchange; the infrastructure of electronic commerce; electronic payment systems; Electronic commerce retailing andcorporatefinance;Intranetsandsupplychainmanagement; remote banking, procurement and purchasing,online marketing and advertisement, home shopping, and auctions. Ecommerce security issues, transaction integrity and electronic payment systems are considered;andlegalaspectsofecommerce. The course includesa major group project, which drawson a wide range of skills of team members to set up an integratedelectronicbusiness.Issuessuchasbusiness-to-business transactionsarealso covered.

(b) **Aims**:Thecourseaimstoprovidestudentswiththeskillsrequiredtodesign,implementand evaluate robust ecommerce applications. Thetheoryandapplication ofelectronic commerce solutionsontheinternet toimprove business profitarepresented.Thetechniques,toolsand infrastructure required for on-line transactions are presented.

(c)**LearningOutcomes:**On completion of this course unit, the students will be able to:

• ExplaintheissuesrelatedtovariouselectroniccommercemodelsandInternet/Webbusiness opportunitiesandpractices

• AppreciateandexplainthefundamentaltechnologiesforimplementingelectronicCommerce systems.

• Explain the latest developments in electronic Commerce and their implications for organizations.

• Implement database-driven electronic Commerce Web sites.

• Appreciate the potential impacts of different electronic Commerce strategies.

• BecomeawareofthesecurityandtransactionpropertiesofelectronicCommercesystemsand their solutions.

• Become awareof some of the regulatory and legal issues of electronic Commerce

• Learn varioustechniques ensuring Web transactions security

(d) **Teaching andlearning pattern**: The teaching and learning approaches will combine classroom lectures, discussions and group activities, quizzes and take home assignments. A groupprojectshallformpartofthecoursework.Thematerialpresentedinclasswilloverlap that of the text but will containadditionsandvariations

(e)**Indicative content**:

• Computerized trading systems

• Electronic funds transfer

• Automatic product identification and bar code technology

• Electronic data interchange

• Infrastructure of electronic commerce

• Electronic payment systems

• Electronic commerce retailing and corporate finance

• Intranets and supply chain management

• Remote banking, procurement and purchasing

• Online marketing and advertisement, home shopping,and auctions.

• Ecommerce security issues, transactionintegrity and electronic payment systems

• Legal aspects of ecommerce

• Business-to-business transactions

(f) **Assessment method**: The students shall be evaluated through the coursework (40%) consisting ofIndividual Assignment, Tests, a group project, classquizzes, and a final examination (60%)

(g)**Reference Books:**

1. Rayport,J.F.andJaworski,G.J.(2002)Introductiontoe-Commerce,McGraw-Hill,ISBN

0072510242.

2. Rayport, J.F. and Jaworski, G.J. (2002) Cases ine-Commerce, McGraw-Hill, ISBN

0072500956.

**3.** Turban,E.etal.(2004)ElectronicCommerce2004:aManagerialPerspectiveUpper

Saddle River, NJ;Pearson PrenticeHall, ISBN0130094935.

**4.** Schneider,G.P.(2004)ElectronicCommerce:TheSecondWave,BostonMAThompson

CourseTechnology,ISBN0619213310