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Course Title: E-Business/E-Commerce

Course Code: IS-410

Resource Person:

Department: **Information Systems**

**HSM Vision**

HSM envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. HSM will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. HSM envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

**HSM Mission**

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies.  We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals.  We will be the leading choice for organizations seeking highly talented human resource. HSM will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

**Program Objectives**

BBIS aims provide students clout on best use of Information Systems for cutting the cost, time and resources in order to amplify the revenue by restructuring the business processes and by engaging conceptual, analytical and managerial competencies transformed by outcome based learning experience.

**Course Objectives**

E-Business is a comprehensive course in understanding the electronic business and its application by using a real business model, and try to understand the various issues in online business as compare to traditional businesses.  The course is designed for under-graduate learners with cooperative work or study groups by the use of computer based instruments to develop e-business solutions for business.

**Learning Objectives**

* Understanding the general concepts of e-business and its different terminologies.
* Developing business plan to initiate business for online transactions.
* Understanding of technical issues related to web site, domain registration, hosting, payment gateway, development, etc.
* Understanding different online marketing tools to promote our e-business.
* How to get different other business operations such as employee relationship, customer support, supply chain, etc., online to enjoy the real taste of e-business.

**Learning Outcomes**

* Students are expected to learn the basics of e-commerce, e-business and their application in the real business.
* Students must be able to apply their already developed business with the adjustment of e-business strategies, and to implement that newly created business model in a real online web site.
* Students will be able to learn and implement various technical concepts in e-business such as hosting, domain registration, site development, payment gateways, etc. by practically performing all those on their real business domain.
* Students will be able to learn various concepts of online tools such as search engine, community sites, directories, blogs, forums, etc. to promote their business.
* Students will be able to learn the concepts related to business process already developed in business such as CRM, HRM, SCM, etc., and how to integrate those with online business web site.

**Teaching Methodology (List methodologies used –example are given below)**

Lecture

Interactive Classes

Case based teaching

Class activities

Applied Projects

**STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK**

**Class Policy:-**

* Be On Time

You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.

* Mobile Policy

**TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise.

* Email Policy

**READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email.

Participants should regularly check their university emails accounts regularly and respond accordingly.

* Class Attendance Policy

A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade ‘F’ (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

* Withdraw Policy

Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student.A Student withdrawing after the 12th week shall be automatically awarded “F” grade which shall count in the GPA.

* Moodle

UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.edu.pk)

* Harassment Policy

Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

* Use of Unfair Means/Honesty Policy

Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

* Plagiarism Policy  
    
  All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat “Turnitin”, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.
* Communication of Results

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

**Course Outline**

Course code…IS-410……...... Course title…E-Business/E-Commerce

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| --- | --- |
| Program | BBIS/BBA |
| Credit Hours | 3 |
| Duration | 15 Weeks |
| Prerequisites (If any) | N/A |
| Resource Person  Name and Email |  |
| Counseling Timing  (Room# 1N1 R#7 ) |  |
| Contact no. |  |
| Web Links:- (Face book, Linked In, Google Groups, Other platforms) |  |

**Chairman/Director Programmed signature………………………………….Date……………………..**

**Dean’s signature…………………… ………………….Date………………………………………….**

**Grade Evaluation Criteria**

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

**Marks Evaluation Marks in percentage**

Quizzes 10%

Assignments 10%

Mid Term 20%

Attendance & Class Participation 5%

Term Project 15%

Case Study 10%

Presentations 5%

Final exam 35%

Total 100%

**Recommended Text Books:**

# Electronic Commerce 2018. A Managerial Perspective by Efraim Turban and Jon Outland, 9th edition, 2017.

**Reference Books:**

# E-Business and E-Commerce Management: Strategy, Implementation and Practice by Dave Chaffey (5th Edition) 2014

CPanel Documentation: https://documentation.cpanel.net

Opencart Documentation: http:docs.opencart.com/

**Course: -E-Business/E-Commerce--- -Course code: ------IS-410- ------------Book: -------------------------------------------------------------------**

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| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Topics to be**  **covered in the course** | **Learning Objective**  **of this topic** | **Expected Outcomes from Students** | **Teaching Method** | **Assessment Criteria** | **Deadlines and Homework** |
| 1 | Introduction to e-business, difference between e-commerce and e-business, e-business terminologies | Make them familiar with the basics of e-commerce and e-business. | Students will be able to answer the basic terminology of e-business and e-commerce. | Lecture | Assignment | Within a Week |
| 2 | How to create business plan, different parts of business plan, issues. Practical cases. | Understanding the need to modify business plan to adjust the concept of electronic business. | Students will be able to change their business plan into e-business plan. | Case Discussion | Assignment | Within a Week |
| 3 | Ethics in E-Business, Importance of Ethics, Cyber ethics, Problems in e-business related to ethical issues, | Understanding the application of ethics in e-business for its success. | Student will be able to understand the ethical issues in conducting e-business activities | Case discussion |  | Within a Week |
| 4 | e-market, electronic store, e-mall, intermediary, Domain Registration, Hosting | Understanding the various type of online business markets, and identification of your business in that market. How to register domain and confirm hosting for e-business. | They will be in position to differentiate e-business models in market and able to purchase online e-business equipment to start a new e-business. | Case Discussion + Lecture | Quiz | Within a Week |
| 5 | Building web site, issues related to web site, design issues, development issues, constraints, | Learn the basics of web site designing and development. | After this lecture, students will be able to apply the basic knowledge of web site designing and development. | Lecture + Computer Lab | Assignment | Within a Week |
| 6 | Integration of business process in e-business, Issues and problems in integration, Financial issues in e-business Search engine, Submitting site to search engine, Importance of site keywords and description, | Working of various business components in e-business and use of search engine.. | They will be able to register a new e-business in search engine. | Computer Lab | Class Activity | Within a Week |
| 7 | Store front, Online catalog, type of catalog, design issues of catalog, Development issues of catalog. Search engine to support getting required product. | Understand the storefront, and its implementation. | Now they will create their own storefront model by using a e-commerce CRM. | Lecture | Quiz | Within two Weeks |
| 8 | Shopping cart concept, Shopping cart type, Checkout system, Payment gateway, selection of third party service provider, issues related to online payments, Delivery mechanism, Delivery issues.  + Mid Term | Implementation of various storefront components such as cart, payment gateways, etc. | After this, they can implement different storefront components for a new business. | Computer Lab | Mid Term in the first session | Mid Term in the first session |
| 9 | What is sustainability? Understanding the goals behind sustainability, role of e-commerce in achieving sustainability goals such poverty, equality, economic development, etc. | Understanding the concept of various goals behind sustainability issue worldwide. | After this, students have a clean idea about sustainability and its goals, and they can able to apply e-business in achieving them. | Case discussion | Class Activitye | Within a Week |
| 10 | Customer support system, chat, ticket system, issues related to customer support | Understanding the importance of customer support in e-business | After this lecture, students have understood various customer support tools after e-business. | Case Discussion | Assignment | Within a Week |
| 11 | Marketing issues related to e-business, market research, tools such as Facebook, Google, etc.. for e-business marketing | How to promote e-business in different online resources such as search engines, community sites, directories, etc.? | Now they will be able to use different social sites to promote their business. | Lecture + Computer Lab | Class Activity | Within a Week |
| 12 | Business inventory management, integrating inventory system to e-commerce site, problem and issues related to it. | Use of dynamic inventory concepts while performing online business | After this lecture, they are able to use inventory system to manage their business stocks. | Computer Lab | Quiz | Within a Week |
| 13 | Security issues in e-commerce, security risks, concepts of encryption, certificate, public key, private key, firewall, etc.  Site updating issues, How to control data upload, controlling malware/virus attach, Use of CPanel to control our web site physically, Site and data backup procedures. | Understanding the various security issues while performing online business.  How to perform various tasks such as backup, site controls, data integration, etc. | Their understanding with various security issues while conducting e-business.  They will be able to do lot of their managerial tasks related to maintaining their e-business website. | Lecture + Case Discussion | Assignment | Within two Weeks |
| 14 | Integrated other business concepts such as HRM, CRM, SCM, etc., in e-business | How to integrate various business processes such as HRM, CRM, etc with online business | Now they will be in position to answer the more advance concepts in e-business applications. | Lecture |  | Within a Week |
| 15 | Final Project Presentation |  |  | Presentation | Presentation |  |