



# University of Management and Technology

School of Commerce and Accountancy

Quaid e Azam Campus

## Course Outline

<b>Course Title: Introduction to E-Commerce</b>	
<b>(IS310)</b>	
<b>Program</b>	ADP(CS)
<b>Credits Hours</b>	3
<b>Duration</b>	15 Weeks / 30 Sessions
<b>Prerequisites</b>	
<b>Resource Person</b>	
<b>Contact/Email</b>	

## Learning Methodology:

The teaching of the course will be via a series of lectures. This will be complemented by the use of class notes and an extensive range of web resources plus handouts.

Participants will be required to work in study groups for the final project that will be assigned to them at very beginning of semester. Participants are required to prepare and share a range of study material derived from the assessment process. The aim of the study groups is to enhance the learning environment of the class. Participants have to submit different documents during their work on project.

Participants should expect 4-6 quizzes during the semester. Quizzes will be unannounced. There shall be *no* makeup quizzes for missed sessions and/or low scoring quizzes. Submission deadlines for assignments, cases and the project will not be extended. Participants shall not waste their time and energies to plead for one.

## Learning Objectives:

The objectives of the course are to provide students with an appreciation of the major technical and practical issues of construct e-business. By the end of the semester, the student will be able to:

- 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.

## Teaching-Learning Methodology:

**Note: Select methodologies as per nature of the course.**

- Lectures
- Recommended Text/Supplementary Texts
- Handouts
- Case Studies
- Skill Development Exercises
- Project Report/Term Paper
- Any other Teaching Tool.....

**Recommended Text Book:**

1. ELECTRONIC COMMERCE. A MANAGERIAL PERSPECTIVE

By: EF RAIM TURB AN DAVID K ING, JUDY MCK AY, PETER MARSHALL, JAE LEE, DENNIS VIEHLAND, 2014.

**Reference Book:**

1. E-BUSINESS AND E-COMMERCE MANAGEMENT: STRATEGY, IMPLEMENTATION AND PRACTICE 5TH EDITION 2010

**Assessment & Evaluation:**

**Note: Please Specify the Weightage you want to assign to assignments and Final Project/ Project presentation/Presentation.**

Quizzes	15%	
Assignments		}
Final Project	20%	
Project Presentation/Presentations		
Mid Term	25%	
<u>End Term Exam</u>	<u>40%</u>	
<b>Total:</b>	<b>100</b>	

## SEHEDULE OF ACTIVITIES

*Note: Please fill the tasks/activities column according to your course plan*

Week	Contents/Topics to be Taught	Tasks/Activities
1	Introduction to e-business, difference between e-commerce and e-business, e-business terminologies	Course Outline Distribution
2	How to create business plan, different parts of business plan, issues. Practical cases.	
3	e-market, electronic store, e-mall, intermediary, Domain Registration, Hosting	Quiz 1
4	Building web site, issues related to web site, design issues, development issues, constraints	Assignment 1
5	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,	
6	Store front, Online catalog, type of catalog, design issues of catalog, Development issues of catalog. Search engine to support getting required product.	Assignment 2
7	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.	Quiz 2
8	Mid-Term	
9	Customer support system, chat, ticket system, issues related to Class notes customer support	
10	Marketing issues related to e-business, market research, tools such as facebook, google, etc., for e-business marketing	
11	Business inventory management, integrating inventory system to e-commerce site, problem and issues related to it.	Quiz 3
12	Security issues in e-commerce, security risks, concepts of encryption, certificate, public key, private key, firewall, etc.	

13	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,	Quiz 4
14	Integrated other business concepts such as HRM, CRM, SCM, etc; in e-business	
15	Final Project Presentation	Assignment 4 Presentations (if any)
16	<b>END TERM EXAMINATION</b>	