

MODULE E-COMMERCE & BUSINESS PROCESSES

CODE	BSCH-3-2-09
STAGE	III
NUMBER OF CREDITS	4 semester credits / 6 quarter units
STATUS	ALTERNATIVE
THEME	Business Solutions & Design
ASSESSMENT	Continuous Assessment 30%
	Examination 70%

Aims

The objectives of this module are to introduce to the student the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. This should lead to a development of the conception of and perspective on the economic and business implications of the changes being generated by the Internet.

Learning Outcomes

Upon completion of this module, a student will be able to:

- Recognise what is involved in starting up and operating an internet business.
- Describe what is involved in designing, maintaining and administrating a web-based e-commerce site.
- Recall the history and development of global electronic commerce.
- Evaluate the complexities of the marketplace for e-commerce (i.e., marketing, advertising, consumer demographics, business models).
- Discuss basic Internet economic issues, such as the problem of pricing the use of the Internet infrastructure and problems of e-money.
- Identify legal and regulatory policy issues that affect e-commerce.
- Recount issues surrounding privacy and the protection of intellectual property.
- Review network security risks and solutions.

Indicative Content

Topic	Description
Foundations of electronic commerce	Definitions of key e-commerce terms; e-commerce technologies; e-commerce processes – e.g. access control and security, profiling and personalising, search management etc. Electronic versus traditional commerce; Driving forces and impact of e-commerce; Examples of e-commerce applications;
Electronic Commerce applications & Issues	e-commerce application trends; e-commerce sectors; business-to-consumer e-commerce (B2C); business-to-business e-commerce (B2B); e-commerce marketplaces;
E-commerce strategy and implementation	Strategic planning for e-commerce; Competitive advantage assessment – e.g. Porter’s Five Forces, Value Chain analysis;
Business Processes for E-commerce	Customer-Relationship Management (CRM) - personal characteristics, demographics, consumer purchasing decision making, organisational buyer behaviour; Enterprise Resource Planning (ERP) – benefits and challenges, costs and trends; Business Process Re-engineering (BPR) – methodology, success factors, advantages;
Electronic payment systems	Electronic banking, electronic money and stored value; Electronic payment and protocols; Payment security schemes; Web trading standards;
Legal Issues	E-commerce related legal incidents; legal, ethical, and other public policy issues; Protecting privacy – data protection act; Protecting intellectual property – copyright issues, trademarks, domain name issues; Censorship; Taxation and encryption policies; Consumer and seller protection;
Security Management	Tools of security management; Security defences – encryption, firewalls, denial of service;

Teaching & Learning Methods

The module will be taught using a combination of lectures and tutorials. Tutorials will be based on relevant and recent case studies, which emphasise the material introduced in class and will enable the student to evaluate the significance of lecture material from an actual business perspective. Students will also be encouraged to develop their group

communication skills through discussion of case studies. A number of graded assignments will also be given as part of the course.

Assessment Methods

Assessment will use both a continuous component and an end of semester examination. The continuous assessment component is used to increase the student's analytical skills as well as their ability to view technology from a business and enterprise perspective, as well as an ability to research significant fields in the area. Assessments will be case-study based.

Primary Reading List

Title	Author	Publisher
Introduction to E-Commerce	Turban & King,	Prentice-Hall 2003

Recommended Reading List

Title	Author	Publisher
Management Information Systems: Managing Information Technology in the Business Enterprise (Sixth Edition)	James O'Brien	Mc-Graw Hill 2003
Management Information Systems: Solving Business Problems with Information Technology (3 rd edition)	Post, Gerald and David Anderson	Mc-Graw Hill 2003