

## **MGT 270: E-COMMERCE**

### **Course Objectives**

Students will be able to develop the skills in the field of Electronic Commerce and to keep students at the forefront of the Global Digital Economy via facilitating innovation, creating values in the Electronic market place with the Cooperation of leading Edge organizations. The Objectives of this course are three fold:

- ) To become familiar with state of the art Electronic Model, Payment Mechanisms.
- ) To understand the basic principal of E-Government, Securities, Supply Chain Management.
- ) To Evaluate and observe various online businesses.

### **Course Contents**

- ) Introduction to E-commerce
- ) E-commerce business models and concepts
- ) The Internet and World Wide Web
- ) Building an E-commerce website
- ) Security and Encryption
- ) Web Payment Systems
- ) E-marketing Concepts
- ) Social, Legal, and Ethical Issues of e-Commerce
- ) Auctions, Portals, and Communities

### **Reference Books**

1. The Complete E-Commerce Book, Second Edition: Design, Build & Maintain a Successful Web-based Business by Janice Reynolds, March 2004
2. E-commerce: Get It Right! By Ian Daniel, August 2011

E-Commerce 2009: Business, Technology, and Society by Kenneth Laudon and CarolGuercioTraver, 5<sup>th</sup> Edition