



INSTITUTE OF BUSINESS & MANGEMENT (IB&M)
UNIVERSITY OF ENGINEERING AND TECHNOLOGY
(UET), LAHORE



COURSE OUTLINE

Course: **E-Commerce**

Semester: **VI**

Credit Hours: **03**

Instructor: **Ms. Maria Khan**

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Course Code: **CT-250**

Class: **BBA (2018)**

Total hours: **16*3= 48**

Pre-requisite (if any):

Office Hours: Tues, 01:00-04:00pm

Course Introduction:

The Internet and the WWW play a key role in transforming the relationships between companies and their customers, the relationships among the companies and the ways they conduct their businesses. This course investigates electronic commerce (e-Commerce) by focusing on e-Business, commercial, technological, management and social issues. This course is aimed at developing an understanding of essential e-Commerce concepts and technologies and specific skills relating to the management and application of e-Commerce. On successful completion of this course, students should have an understanding of essential e-Commerce concepts and technologies and skills related to the management and application of e-Commerce and e-Business approaches have an understanding of the technological, capital and social infrastructure for commercial activities such as buying and selling, marketing and advertising, supply-chain management etc. have hands on, real-life experience with electronic commerce applications be able to define and explain the main issues facing businesses engaged in the planning and implementation of e-Business strategies identify and define the main e-Business models currently being adopted by organizations have an understanding and ability to assess the strategic relevance of e-Commerce in shaping both inter-organizational relationships and intra-organizational structures

Learning objectives

By the end of this course, students should be able to:

1. To understand the nature of e-Commerce
2. To know and understand the critical success factors in implementing an e-commerce system;
3. To know how to plan and how to manage e-commerce solutions
4. To analyses & understand the human, technological and business environment associated with EC
5. To know how to use technologies to build e-commerce websites
6. To Explain the technologies required to make e-Commerce viable
7. To Discuss the current drivers and inhibitors facing the business world in adopting and using EC
8. To Explain the economic consequences of e-Commerce
9. To Discuss the trends in e-Commerce and the use of the Internet

Sr#	Course Learning Objectives	Link with Program Learning Objectives
1.	To understand the nature of e-Commerce	<p>a. Use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, and make effective decisions.</p> <p>b. Apply appropriate quantitative and qualitative techniques in solving business problems.</p>
2.	To know and understand the critical success factors in implementing an e-commerce system;	<p>a. Write effective business documents. b. Prepare and deliver effective oral business presentations using a variety of appropriate technologies.</p>
3.	To know how to plan and how to manage e-commerce solutions	<p>a. Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders.</p> <p>b. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.</p>
4.	To analyses & understand the human, technological and business environment associated with EC	Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum.
5.	To know how to use technologies to build e-commerce websites	Students will apply technological tools to business situations.
6.	To Explain the technologies required to make e-Commerce viable	<p>a. Participate in producing positive team objectives and apply appropriate influence tactics</p> <p>b. An ability to function effectively on multi-disciplinary teams</p>
7.	To Discuss the current drivers and inhibitors facing the business world in adopting and using EC	<p>a. Identify and analyze relevant global factors that influence decision-making. b. Develop viable alternatives and make effective decisions in an international business setting.</p>
8.	To Explain the economic consequences of e-Commerce	a. Participate in producing positive team objectives
9.	To Discuss the trends in e-Commerce and the use of the Internet	<p>a. Describe and apply appropriate influence tactics</p> <p>b. Describe best practices for effective leadership and demonstrate the ability to lead in organizational situations</p>

Textbooks:

E-Business and E-Commerce Management, by Dave Chaffey FT-Prentice Hall, (Latest Edition)

Dave Chaffey, Strategy, Implementation and Practices, FT-Prentice Hall, (Latest Edition)

Ian Chasten, E-Marketing Strategy, McGraw-Hill, (Latest Edition)

OPTIONAL:

Electronic Commerce. A Managerial Perspective by Efraim Turban David (Latest Edition)

One-Click: Jeff Bezos and the Rise of Amazon.com by Richard I. Brandit 2018 Edition

SEO 2018 by Adam Clarke Harper Collins Edition 2019

Electronic resource(s):

<https://www.thebalancesmb.com/ecommerce-4161454>

<https://www.digitalcommerce360.com/internet-retailer/>

<https://www.oberlo.com/blog/top-50-ecommerce-resources>

<https://marketingland.com/>

<https://www.marketingprofs.com/opinions/>

<https://www.practicalecommerce.com/>

Detailed Weekly Plan

BBA-2018

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
1.	INTRODUCTION TO E-BUSINESS & E-COMMERCE	<ul style="list-style-type: none"> ◆ What is business? ◆ What is e-business? ◆ What is e-commerce ◆ Difference between e-business & e-commerce ◆ Types of e-business ◆ E-business categories ◆ E-business opportunities ◆ E-business risks and barriers to business adoption ◆ Management responses to e-commerce and 	<p>Should be able to understand that e-commerce is not just confined to typical business. Should be able to define steps in applying e-commerce process. Understand the difference between commerce and business</p>	<p>To provide an understanding of what E-commerce is all about.</p>	<p>Lecture Group discussion</p>	<p>Class Activity: Build-A-Bear/ Assignment</p>

2.	E-COMMERCE FUNDAMENTALS	<ul style="list-style-type: none"> ◆ What is e-commerce ◆ Online intermediates ◆ Location of trading in the E-commerce marketplace ◆ Marketplace channel structure ◆ Types of online intermediates ◆ What is e-auction? ◆ Types of e-auction ◆ Business model for e-commerce 	<p>Understand the importance of customer relationships for a business.</p> <p>Understand importance of creating value for customers.</p> <p>Understand the concept of business portfolio.</p> <p>Comprehend elements of a marketing plan.</p>	Covering basic e-commerce definition	Lecture Group discussion	Quiz Assignment
3.	E-BUSINESS INFRASTRUCTUR E	<ul style="list-style-type: none"> ◆ Internet ◆ Intranet ◆ Extranet ◆ History of internet ◆ Web technology ◆ Internet-access software applications ◆ Blogs and blogging 	<p>Able to identify the environmental forces that affect the company's ability to serve its customers.</p> <p>Should be able to understand how new opportunities and threats are created as a result of changes in marketing environment.</p> <p>Understand how companies can react to the marketing environment.</p>	e-commerce basics	Lecture Case study: Lego	Class Activity / Assignment

4.	BUSINESS MODELS AND E-COMMERCE	<ul style="list-style-type: none"> ◆ Electronic mail or e-mail ◆ Electronic Tailing/ E-tailing ◆ Primary e-tailing business model ◆ Channel Conflict and Personalization in e-tailing ◆ Online Stock trading Service ◆ Online demand delivery by e-grocers 	Understand how companies analyze and distribute marketing information. Comprehend the appropriate way to conduct a marketing research project.	Updating about Marketing Research	Lecture Group Discussion Case Study: Sapphire Textile Mills Pakistan	Quiz
5.	E-COMMERCE STRATEGY	<ul style="list-style-type: none"> ◆ What is strategy ◆ What is e-business strategy ◆ Forms of organization structure ◆ E-channel strategies ◆ A Generic Strategy Process Model ◆ Strategic Analysis ◆ Strategic Objectives ◆ Strategic definition ◆ Strategic Implementation 	Understand the stages in buyer decision process. Comprehend how internal and external factors influence buying behavior of a consumer.	Consumer behaviour, decision process.	Lecture Group Discussion Class activity	Assignment Quiz
6.	E-SUPPLY CHAIN	<ul style="list-style-type: none"> ◆ Introduction SCM 	Understand how companies use different segmentation variables to first identify		Lecture Class activity Case Study:	

	MANAGEMENT	<ul style="list-style-type: none"> ◆ Definition of SCM ◆ Types of SCM ◆ Members of SCM ◆ Electronic consumer relationship (ECR) ◆ Model of SCM ◆ E-procurement ◆ E-invoicing ◆ What is logistic ◆ Push and pull supply chain model ◆ Deise et al. (2000) adapted a new model ◆ Benefits of SCM ◆ Responsibilities of SCM Manager ◆ E-collaborative tools workflow software and groupware 	<p>market segments and then to choose a target segment. Comprehend the concept of positioning and how companies use it to maximize competitive advantage.</p>	<p>Segmenting, targeting and positioning</p>	<p>Atlas Honda Pakistan</p>	<p>Quiz Assignment.</p>
7.	Mid-Term Examination					

8.	E-PROCUREMENT	<ul style="list-style-type: none"> ◆ What is e-procurement ◆ Drivers of e-procurement ◆ Risks and impacts of e-procurement ◆ Implementing e-procurement ◆ Future of e-procurement 	<p>Differentiate between products and services. Understand how products and services can be mixed together to gain a competitive edge in the marketplace. Comprehend why brands are important and what conditions must be met in order for a company to brand its products.</p>	Awareness about product	Lecture Group discussion Case study Bata Pakistan	Class Activity
9.	E-MARKETING	<ul style="list-style-type: none"> ◆ What is E-marketing ◆ E-marketing planning ◆ Situation analysis ◆ Demand analysis ◆ Competitor analysis ◆ Intermediary analysis ◆ SOSTAC ◆ Objective setting ◆ SMART e-marketing objectives ◆ Online branding 	<p>Understand the major considerations in product development process.</p>	Awareness about product	Lecture	Quiz Assignment
10.	E-MARKETING	<ul style="list-style-type: none"> ◆ Principle of e-marketing 	<p>Understand customer value perceptions when setting prices. Understand the importance of</p>	Awareness about pricing	Lecture Group discussion	Quiz

		<ul style="list-style-type: none"> ◆ Advantages ◆ Types of marketing ◆ Strategic Advantages ◆ Old 4Ps Paradigm ◆ New 4Ps Paradigm ◆ Developing a Marketing Strategy ◆ Marketing Research and Information Systems ◆ The Marketing Environment ◆ The Marketing Mix and strategies ◆ Promotion Mix 	company and product costs in setting prices.			
12.	E-ADVERTISING	<ul style="list-style-type: none"> ◆ Types of e-advertising ◆ Types of e-advertising on the basis of Cost ◆ Affiliate marketing 	Understand why companies use distribution channels. Understand various intensities of distribution.	Awareness about distribution	Lecture Group discussion	Quiz
13.	ONLINE CONSUMER BEHAVIOR	<ul style="list-style-type: none"> ◆ What is consumer? ◆ What is behavior? 	Comprehend the role that promotion plays in creating an image of the product as well as the company in mind of the consumer. Identify promotional tools.	Awareness about promotion	Lecture Case study Coca-Cola	Assignment

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| | | <ul style="list-style-type: none">◆ Definition of consumer behavior◆ Definition of online consumer behavior◆ Types of market◆ Consumer buying behavior◆ Consumer behavior model◆ Influences on consumer behavior◆ Aspects of information search◆ Types of perception◆ Maslow's Hierarchy of Needs◆ Types of online shoppers◆ Online purchase decision aids◆ Generic Purchasing-Decision Model◆ Online Buyer Decision Support Model◆ Online versus traditional consumer | | | | |
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		<ul style="list-style-type: none"> ◆ Consumer buying decision process ◆ Model of consumer buying process 				
15.	MOBILE COMMERCE AND PERVASIVE COMPUTING	<ul style="list-style-type: none"> ◆ Mobile commerce and its relationship to e-commerce ◆ mobile computing environment that supports m-commerce ◆ value-added attributes and fundamental drivers of m-commerce ◆ application of m-commerce within organizations ◆ B2B and supply chain management applications of m-commerce ◆ technologies and potential application of location-based m-commerce ◆ major inhibitors and barriers of m-commerce 	Shall be covered throughout the length of semester under the purview of aforementioned topics.	International marketing		
16.	Final-Term Examination					

Team Project (CLO3, CLO4, CLO9)

The team project will allow applying concepts from this course to a real entrepreneurial venture and will give an opportunity to experience the hands-on, nuts-and-bolts tactics that are an essential part of being an entrepreneur. Students will assist the entrepreneurial team with addressing one of the venture's most pressing tactical issues. For example, previous teams have helped entrepreneurs select store locations and develop marketing materials.

Each team is responsible for locating its own project. Student may work with a classmate who is an aspiring entrepreneur, or work with an outside venture. Before committing to a project, it is important to ensure that the entrepreneur is willing to make him or herself available to a student on a consistent basis during the semester.

Purpose

- Deepen understanding of course concepts through application to a specific entrepreneurial venture.
- Provide direct experience with the tactical, hands-on challenges of entrepreneurship.

Term project: (CLO3)

By completing the entrepreneurship course and project students will develop a complete business plan and present it to a panel of invited jury and a course instructor.

Grading Scheme:

Mid Term	30%
Final Exam	30%
Project(s)	30%
Assignments	10%
Class activities/participation	0%
Quizzes	0%
Attendance	0% <u> </u> .
Total	100%

There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned.

Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions.

Attendance Requirements:

- Students failing to maintain a minimum attendance of 75% in a subject during a semester shall be awarded a "WF" grade.
- It is strongly recommended that students attend every class session.

Classroom Behavior:

In class all cell phones must be turned off or set on “silent mode.” During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed.

Students Responsibilities:

The Participant is responsible for all information presented in class (unless told otherwise) and all information in the reading assignments, whether or not covered by the instructor. In case of absence it is the participant’s responsibility to get class notes, handouts, and/or directions from a classmate.

Honesty Policy:

A Participant found in cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project.

Note: Kindly arrive on time and leave as scheduled. Quality of (almost) all communications, written and oral, will be evaluated.
