**Course Code : 18244**

**Course Title : E-Commerce**

**Semester : Il**

**Credit : 4**

**Duration : 40 hrs.**

**Course Description:**

This course is organized to provide an Introduction to E-commerce, technology infrastructure for e-commerce, business model and social issues, and e-commerce experiences in retail, online media, travel and tourism. Each chapter progresses with three major driving forces behind e-commerce: business development, technological innovations and social implications. Learning materials are in the form of Live cases, articles, and experiential activities. At the end of this course, students will be able to understand and comprehend e-commerce business model. In addition to the course content, the course is designed to enhance the communication skills, analytic skills, use of information technology.

**SESSION PLAN**

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| --- | --- | --- | --- |
| **Sessions 1, 2 & 3** | T1 | **E-commerce - The Revolution** | **Reference Reading** |
|  |  | Types of E-commerce Models | Case - The Pirate Bay : Searching for a safe Haven |
|  | PTBR | Chapter 1: E-commerce – The Revolution |  |
| **Sessions 4 ,5 & 6** | **T2** | **E-commerce Business Models and Concepts** |  |
|  |  | Major B2B Business models | Case - Pandora and the Freemium Business Model |
|  | PTBR | Chapter 2: **E-commerce Business Models and Concepts** |  |
| **Sessions 7,8 & 9** | **T3** | **E-commerce Infrastructure** |  |
|  |  | The Internet, Web and Mobile platform | Case - Akamai Technologies : Attempting to keep supply ahead of demand |
|  | PTBR | Chapter 3: **E-commerce Infrastructure** |  |
| **Sessions 10, 11 & 12** | **T4** | **Building an E-commerce system** |  |
|  |  | Planning systems development | Case - Orbitz charts its mobile trajectory |
|  | PTBR | Chapter 4 : Building an E-commerce presence |  |
| **Sessions 13,14 & 15** | **T5** | **E-commerce security and payment systems** | Case - Online Payment Marketplace : Goat Rodeo |
|  |  | E-commerce payment systems, security threats, technology solutions |  |
|  | PTBR | Chapter 5 : **E-commerce security and payment systems** |  |
| **Sessions 16, 17& 18** | **T6** | **E-commerce marketing and advertising concepts** | Case - **Instant Ads : Real – time marketing on exchanges** |
|  |  | **The Internet audience and online consumer behavior, Digital marketing tools** |  |
|  | **PTBR** | **Chapter 6 : E-commerce marketing and advertising concepts** |  |
| **Sessions 19, 20 & 21** | **T7** | **Social, Mobile and Local Marketing** | Case - ExchangeHunterJumper.com : Building a Brand with Social marketing |
|  |  | The social, mobile and local nexus |  |
|  | PTBR | Chapter 7 : **Social, Mobile and Local Marketing** |  |
| **Sessions 22, 23** | **T8** | **Ethical, Social and Political Issues in E-commerce** | C-The Google Books Settlement: Is it Fair ? |
|  |  | Privacy and information rights |  |
|  | PTBR | Chapter 8 : **Ethical, Social and Political Issues in E-commerce** |  |
| **Sessions 24,25 & 26** | **T9** | **The Online Retail Sector** |  |
|  |  | The service sector – Offline and Online | Case - Open Table : Your reservation is waiting |
|  | PTBR | Chapter 9 : **The Online Retail Sector** |  |
| **Session 27** | **T10** | **Online Content and Media** |  |
|  |  | Online Publishing and Entertainment Industry | Case- Netflix : The next blockbuster |
|  | PTBR | Chapter 10 : **Online Content and Media** |  |
| **Session 28** | **T11** | **Social networks, auctions and portals** |  |
|  |  | Online communities, E-commerce portals | Case - **eBay Evolves** |
|  | PTBR | Chapter 11 : **Social networks, auctions and portals** |  |
| **Session 29** | **T12** | B2B E-commerce : Supply Chain Management and Collaborative commerce | Case - Elemica : Co-operation, Collaboration, Community |
|  |  | Procurement process and supply chain management |  |
|  | **PTBR** | Chapter 12 : B2B E-commerce : Supply Chain Management and Collaborative commerce |  |
| **Sessions 30, 31, 32** |  | Final Presentation |  |

**Text Book:**

1. E-commerce–Business, Technology, Society- Kenneth C. Laudeon , Carol Guercio Traver , Pearson Education, 2016

**Reference Book:**

1. Retail Management - Levy, Weitz, Pandit, Tata Mc Grew Hill,

8th Edition, 2013.

**E-Books:**

1. E-Business in the 21st Century- - JunXu, World Scientific, 2010

Realities, Challenges and Outlook

2. E-commerce and E- Business - https://upload.wikimedia.org /wikipedia/commons/e/e6/E-Commerce\_and\_E-Business.pdf

3. E-commerce for Beginners - [https://www.cdu.edu.au/ centres/aflf/pdf/Ecommerce\_for\_beginners.PDF](https://www.cdu.edu.au/%20centres/aflf/pdf/Ecommerce_for_beginners.PDF)

4. Electronic Commerce – – Richard Watson, Pierre Berthon, Leyland

The Strategic Perspective Pitt, George Zinkhan ----- <https://florida.theorangegrove.org/og/file/29589c3c-8bcd-72c1-b2f2-37789232eb3c/1/Electronic_Commerce.pdf>

5. <https://pdfs.semanticscholar.org/173c/819ce3fccafdc4f64af71fd6868e815580ad.pdf>

6. Planning and management of E-commerce website - <https://www.theseus.fi/bitstream/handle/10024/104643/Wang_Ying.pdf;sequence=1>

7. E-Commerce Sorting Out the - Klaus Fichter

Environmental Consequences [http://www.dartmouth.edu/~cushman /courses/engs171/eCommerceConsequences.pdf](http://www.dartmouth.edu/~cushman%20/courses/engs171/eCommerceConsequences.pdf)

8. E-commerce - https://www.mheducation.com.sg /highered/catalog/assets/HED%202007%20E-Commerce.pdf

9. <http://s1.q4cdn.com/199638165/files/doc_financials/Nielsen-Global-E-commerce-Report-August-2014.pdf>