

Course BCH-401	E-COMMERCE	Credit Hours	3
Pre-Requisite	NONE	Semester	VII
Instructor	Ahsan Javaid (Lecturer NBS)		
Objectives	<p>Explore, examine, and apply Commerce concepts and principles by reading the modules, by Answering the self tests,exercises,and assignments, and by participating in the online discussions.</p> <p>Decide what level of Commerce activity to pursue, and provide appropriate supporting evidence.</p> <p>Determine the means, methods and strategies appropriate for establishing an Commerce business.</p>		

- Decide whether to in-source or outsource your project design, development, installation, and/or operation, based on an increased understanding of Commerce set-up requirements.
- Write a comprehensive Commerce Business Plan focused either on adding Commerce to your existing business or on implementing a new Commerce business.
- Receive feedback from the facilitator and from experts on the quality of your Business Plan.

OUTLINE

- Introduction to E-Commerce

Defining E-Commerce and E-business, Reasons for going Online, Differentiating between E-Business Categories, using the new Paradigm of E-business, Pure and Partial E-Commerce, Case Study of Amazon, Napster

- Preparing the Online Business

Competitor Analysis on the Internet, The Fourth Channel, Paradigms in the New Economy, Driving Business Process Re-engineering, Designing, Developing and Deploying the System, Supply Chain Management

Technical Infrastructure

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Exploring the IT Infrastructure, Deciding on the Enterprise Middleware, Choosing the Right Enterprise Application, Building the E-business applications, Choosing the Right Web Server

- Marketing Strategies on the Web

Internet Marketing Technologies, Web Design, Attracting Visitors to your Site, Virtual Societies, Localization, Promoting your E-business, Banner and Campaigning, Online Measurement, Direct Marketing, Search Engine Optimization Techniques

- Interactive Communication Experiences

The Basics, Moderating Online Meetings, Internet Chat Solutions, Internet-based Trainings, Discussion Forums

- Internet Information Security

Creating a Security Strategy, Cryptographic Tools, Applications of Cryptology, Privacy on the Internet, Fighting Virus and Hoax Virus Warnings, Conflicts in the Information Age. Security Threats in E- Commerce, Use of Third Party Security Services,

- Paying Via Internet

The Payment Business, Post-Paid Payment System, Instant-paid Payment System, Pre-paid Payment Systems, Merchant Accounts, Use of Third Party Payment Services , The Future of Payment

- Shopping and ORM Solutions

Online Shopping, Shopping Solutions, Implications of the new Economy Electronic Software Distribution, Operational Resources Management

- Policies, Standards and Laws

Internet Security Policies, Standards for E-Commerce Infrastructure, Cyber Laws for Secure E-Commerce Transactions, Privacy and Information Rights, Social, Legal and Ethical Issues in E-commerce

Recommended Text:

1. Kenneth C. Laudon, Carol GuercioTraver (latest edition), *E- Commerce: Business Technology, Society*, Pearson Education
2. Marilyn Greenstein, Miklos Vasarhelyi (2nd Edition), *Electronic Commerce: Security, Risk Management, and Control*
3. THE E-business (R) EVOLUTION By Daniel Amor