


AMOU UNIVERSITY
“A Vehicle for Peace and Development”
AMOU UNIVERSITY



FACULTY OF COMPUTING AND ICT

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY PROGRAMME

ACADEMIC YEAR 2015/ 2016

COURSE DESCRIPTION

BIT 426	E-Commerce
Contact Hours	52
Pre-requisite	N/A
Purpose/Aim	This course gives a general introduction to an EC including definition of EC, Objectives of EC, EC development in the context of historical technological development and components of an EC system (Communications, standards and software)
Course Objective (Indicative Learning Outcomes)	<p>By the end of this chapter the learner should have a clear understanding of:</p> <ul style="list-style-type: none"> • How EC has developed • Importance of standards in EC • Methods of identifying business potential • Various components of EC • Difference between B2B and B2C EC • Impacts of EC on supply chain • Impact of EC on traditional business activities
Course Content	<ul style="list-style-type: none"> • Introduction to Electronic Commerce <p>What is EC, History, overview of EC components, B2, Supply chain, B2C, Impacts of EC on Business, Business Process Redesign</p> <ul style="list-style-type: none"> • Communication Options <p>Introduction, why communication, non-internet Options, messaging options, Internet</p> <ul style="list-style-type: none"> • B2B and Supply chain E-commerce <p>EC tools, impact on the Supply chain, business considerations</p>



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	<ul style="list-style-type: none"> • B2C E-Commerce <p>Models of EC, interactive options, building the business skills, designing and running an EC websites</p> <ul style="list-style-type: none"> • Marketing <p>E-marketing, domain names, online marketing, search engines, email marketing, marketing overseas, offline marketing, analyzing website visitors, personalization, customer relationship management, customer satisfaction</p> <ul style="list-style-type: none"> • Payment and fulfillment <p>Payments, payment options, customer confidence, fulfillment, outsourcing the fulfillment activity, meeting customer expectations</p> <ul style="list-style-type: none"> • Convergence <p>Convergence, mobile communication, product code technology, content providers, interactive TV, e-cash and banking, voice recognition and disabled access, computer telephony</p> <ul style="list-style-type: none"> • Case Studies <p>Case studies, online case studies, offline case studies, B2B case studies.</p>		
Learning & Teaching Methodologies	Lectures, tutorials and computer laboratory exercises		
Instructional Materials/Equipment	Classroom with audio visual aids Computer laboratory		
Course Assessment	Type	Weighting (%)	
	Final Examination	60	
	Mid Term Examination	20	
	Assignment	10	
	Attendance	10	
	Total	100	
Recommended Reading	Title	Author	Publisher
	E-Commerce	Jones N.; Field R	Macmillan Canada (2000)
Additional Reading	Electronic Commerce, Publisher: Course Technology.	Gary P. Schneider	Course Technology (2003)
	Leading your business into the future with the Internet.	Vallee D.	St. Lucy Press (1999)
Other Support Material	A variety of multimedia systems and electronic information resources as prescribed by the lecturer. Various application manuals, URL search and journals.		