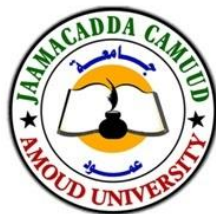

AMOU UNIVERSITY
“A Vehicle for Peace and Development”
AMOU UNIVERSITY



FACULTY OF COMPUTING AND ICT

DIPLOMA IN INFORMATION TECHNOLOGY PROGRAMME

ACADEMIC YEAR 2016/ 2017

COURSE DESCRIPTION

DIT 502	E-Commerce		
Contact Hours	45		
Pre-requisite	N/A		
Purpose/Aim	The course introduces students to the basics concepts of.		
Course Objective (Indicative Learning Outcomes)	<ul style="list-style-type: none"> Students are required to learn about. 		
Course Content	<ul style="list-style-type: none"> Commercial possibilities offered by the Internet; The online marketplace; Electronic mail and mailing lists; Websites and electronic storefronts; Classified advertisements and billboards; Forums and newsgroups; Bulletin boards; Search engines and website advertising strategies; Marketing research on the Internet; Electronic business technologies e.g. electronic data interchange (EDI); E-commerce business plan; Marketing and public relations; Website branding and design. 		
Learning & Teaching Methodologies	Lectures, tutorials		
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
Additional Reading			
Other Support Material	A variety of multimedia systems and electronic information resources as prescribed by the lecturer. Various application manuals, URL search and journals.		