

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

Course Title		E-Commerce
Course Code Number		MGT 344
Credit Hours		03
Year/Semester		II/IV
Course Objectives:		
Main Objective		This course E-Commerce challenges students to explore the realities and implications of e-commerce from a marketer's perspective. Business-to-consumer (B2C) and business-to-business (B2B) e-commerce markets are examined. The course introduces students to a wide range of electronic commerce issues for marketers, as a foundation for continual learning in the dynamic e-commerce environment.
Enabling Objectives		After the completion of all the units of the course, participants will be able to: <ul style="list-style-type: none"> • Examine critical information technologies that provide a basis for electronic commerce, and their application in a variety of sectors and industries. • Gain an understanding of the theories and concepts underlying e-commerce • Improve familiarity with current challenges and issues in e-commerce
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	LH 8	Introduction Meaning and Concept; History; E- Commerce Vs Traditional Commerce, Importance, Features and Benefits of E- Commerce. E-Commerce Growth, Challenges in Implementing E-Commerce, Concepts of B2B, B2C, Management Issue Relating to E- commerce, Impacts, Challenges and Limitations of E-Commerce. .
LU 2	LH 8	B2C Application Consumer's Shopping Procedure on the Internet , Products in B2C Model, Broker Based Services Online, Online Travel and Tourism Services, Benefits and impact of E- commerce on travel Industry , Online Stock Trading and It's Benefits; Online Banking and its Benefits, E-Auctions and Benefits.
LU 3	LH 7	E- Payment Operation of E- commerce: Online Payment Systems, Credit Card Transaction, Electronic Payment Systems (E-Cash, E - Cheque, Smart Card, Credit Card, Debit Card), Secure Electronic Transaction (SET).

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LU 4	LH 8	B2B Applications Technologies for B2B, Architectural Models of B2B, Characteristics of the Supplier- Oriented Marketplace, Buyer - Oriented Marketplace and Intermediary - Oriented Marketplace, Just in Time Delivery in B2B, Integrating EC With Back-end Information Systems, Marketing Issues in B2B, other Business Models of E- Commerce (C2C, B2C, B2E).
LU 5	LH 5	ECRM: Electronic Customer Relationship Management, Definition, Application, ECRM Components and Advantages, ECRM as tool to Modern Business, E-Com, Changing Retail Industry,
LU 6	LH 5	Pay per Click Advertising Introduction to pay per Click, how it works?, Application of PPC, basic terminology, Campaigns, Keywords, Campaigns, Split testing adverts, Geo- targeting, Ad extensions, Dynamic keyword insertion
References		<ol style="list-style-type: none">1. Kalkata and Whinston (1996), Frontiers of Electronic Commerce, Pearson.2. Schneider Gary,(2007), Electronic Commerce, 7th Edition, Thomson Course Technology, Noida,3. Kolkota R. and Whinston A.B (1996), Frontiers of Electronics Commerce, New Delhi Addison Wesley

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination