Objective

Globalization of Trade, the emergence of Information Economies, and the Growth of Internet have recast the role of E – Commerce in Business and Management. In other words, E – Commerce solution and Infrastructure have become essential for creating competitive firms, managing global Corporations, providing useful products and services to costumers through a better management of information resources and commercial transactions. This Course is designed to integrate the organizational, technical, operational, practical, strategic and decision making aspects of E – Commerce solutions as required in Business and Management.

On Completion of this course the students should be capable in:

• Understanding of E – Business Systems
• Legal Issues and E – Standards
• Website Development for a Business

Course Contents

1. Intro to I.T
   Business Application
   Organization and organizational Units
   Challenges
   Management

2. Communication and Networks
   Communication Equipment
   Software and Products
   Communication in Business
   Management Challenges

3. Electronic Data Interchange (EDI)
   EDI Technology
EDI as a Re-engineering Tool
EDI Development

4. The Internet
Intro to Internet
Internet; Application in Business
Internet; Intranet, Extranet
Internet; Ethics, Standards and Society
Challenges

5. E-Commerce Technology
Web Applications and Uses
Information Retrieval
Entertainment
Transactions Processing and Technologies
E-Commerce Support Systems: E-Commerce Server and Services
Net Components and Technologies
Electronic Mail
Accessing Files with FTP
Our Free Market Economy

6. E-Commerce Systems Configuration
6.1 P2P Systems P – People
6.2 P2S2P Systems S – Systems
6.3 S2S Systems

7. E-Commerce Applications Model
7.1 B2C B – Business
7.2 B2B C – Consumer
7.3 C2C G – Government
7.4 B2E S – Society
7.5 G2C E – Employee

8. B2C – Business to Consumer Application (Corporation’s Interface with its Costumer)
Electronic Commerce
EFTS (Electronic Funds Transfer System)
Online Payments: PIN Payments
E – Cash

Direct Marketing Versus Indirect Marketing
Full Cyber Marketing versus Partial Cyber Marketing
Electronic Store Versus Electronic Shopping Mall
Electronic Distributor vs. Specialized e-Malls\Stores
Generalized e-Malls\Stores vs. Specialized e-Malls\Stores
Proactive vs. Reactive Strategic Posture Toward Cyber Marketing
Global vs. Regional Marketing
Sales vs. Customer services

10. Consumer Online Shopping
   Procedure for Internet
   Search for Available Items
   Order Placement
   Delivered Items Receiving
   Preliminary Requirement Determined
   Items Comparison
   Payments for Goods

11. Other Online Application
   Online Catalogs
   Online Banking
   Online Auctions
   Virtual Storefront
   Online Education
   Online Security
   Online Investment
   Stock Trading

   Business Information Systems
   Value Chains
   Competitions Among Traditional Companies in E – Commerce
   Acquisition
   Supply Chain
   Entities of B2B EC
   Alliance
   Global Strategies

   Supplier Oriented Marketplace
   Electronic Bidding Process
   Intermediary Oriented Market Place
   Networking Between HQ and Subsidiaries
   Buyer’s Internal Market Place
   B2B Auctions
   B2B Services
   Vertical B2B
   Buyer – Oriented Market Place
   Benefits to Buyer and Seller
   Virtual Corporation
   E – Procurement
Issues in Procurement Management
Managed Interactive Bidding
Brokering B2B

14. **B2E – Business to Employee**
Intra business e – Commerce
Intranet
Effective Management Control
ERP Systems and their Extension to Inter – Enterprise Commerce

15. **G2S - Government to Society Application**
Govt. involvement in Electronic Commerce
Provincial Govt. and E – Commerce
Federal Govt. and E - Commerce
Local Govt. and E – Commerce

16. **The Driving Forces of E – Commerce**
Change Management (CM)
New World of Business
Organization Responses
Business Process Reengineering (BPR)
Business Pressure

17. **Establishing Your Presence in E – Commerce**
Types of Websites
Web Pages Design and Tools
Publishing and Promoting your Website
Maintaining a Website: Structuring a Tradition Company’s “Dot Com”

18. **Limitations, Issues and Problems in E – Commerce**
Technical Issues
Legal Issues
Social Issues
Security Issues
Remedies

19. **Overall Impact of E – Commerce**
Improved Direct Marketing
Redefining Organizations
Impact on Manufacturing
Sales and Distribution
Disintermediation and Reintermediation
Matter of Logistics
Shopping Cart
Branding and Pricing
Managerial Issues
Change in Tradition Company
Transforming Organizations
Impact on Finance and Accounting
HR Management
Quality Control and Management
Impact on Manufacture’s Distribution Strategy
Intelligent Agents
Portals
Managing Channels Conflict
Leveraging a Traditional Business on the Web

20. Present And Emerging Trends in E – Commerce
Future of E – Commerce
Mobile Commerce
Business on Internet

21. Practical Implementation of Web Development for Business

Recommended Books