

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

<u>BBA – V (Hons.)</u>	
Course Title	: Computer Application To Business (E – Commerce)
Course Number	: BA (H) – 561
Credit Hours	: 03

Objectives

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 word 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 \ have the knowledge 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

9. E – Marketing Process Models

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

12. B2B Business to Business Applications

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

13. Models of B2B E – Commerce

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 Prompting 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

1. Turban, Lee, King, Chung, Electronic Commerce : A Managerial Perspective, Prentice Hall, (Latest Edition).
2. Kalakota and Robinson, E – Business, Addison – Wesley, (Latest Edition).
3. Rayport, Jaworski and Whitely, Introduction to E – Business, McGraw Hill, (Latest Edition).
4. Gerald V. Poste, David L. Anderson, Management Information System (MIS), Irwin\McGraw Hill, (Latest Edition).