



Greenwich University

COURSE OUTLINE

Spring 2019 Term

- **Course** : **E-Commerce**
- **Code** : **GCSE 305**

ADMINISTRATIVE INFORMATION

- **Instructor** : **Dr. Eric V. Bindah**
- **Instructor's Email** : **dr.eric@greenwich.edu.pk**

(Assignments given should be sent to the instructor via email above for marking. After checking they will be returned before the next class.)

- **Class Session** : **March 25, 2019 – July 20, 2019**
- **Class Timings** : **Thursday, 11:30 Am - 01:30 Pm**

A 10-minute break will be given. Any student coming late or returning late after the break will be considered absent for that day.

In case of cancellation / makeup of a class you will be notified through the website of Greenwich and / or through your Greenwich email account.

ATTENDANCE:

100% class attendance is mandatory for the students to enable them to appear in the final examination. However, in case of an emergency / serious illness the students will be eligible to (02) absences during the whole semester.

RULES AND REGULATIONS:

- All mobile phones must remain switched off or kept on silent / vibration mode) for the entire duration of a class. Any breach of this rule will lead to immediate confiscation of the phone, which will only be returned after the semester is over.
- Smoking is strictly prohibited on the entire campus, except the cafeteria.
- No food, drinks, gum or beetle-nut (chalia) are allowed inside the classroom.
- In order to maintain the sanctity and decorum on the University Campus, all male and female students are required to be dressed in a decent and appropriate manner. The University shall take a particularly stern view of any kind of immodest and revealing clothes.
- The Student ID Card must be displayed while attending class.
- Cheating, plagiarism, offensive language, and disruptive behavior will be addressed according to policies for academic misconduct mentioned in the Students' Handbook.

COURSE OBJECTIVE:

Developments in computing technology and communication systems, most notably the internet, have created many new business opportunities for electronic commerce. New mechanisms for making money have developed. This course focuses on Business Models, Business opportunities, Technologies Security, laws and payment mechanisms pertaining to E-Commerce.

LEARNING OUTCOME

- The objectives of the course are to provide students with an appreciation of the major technical and organizational issues related to e-commerce. By the end of the semester, the student will be able to:
- Explain how electronic commerce can be used to create a competitive advantage for an organization;
- Analyze the strengths and weaknesses of different business models related to B2B and B2C electronic commerce;
- Analyze a business case and identify strengths and weaknesses in the organization's e-commerce strategy;
- Explain many technical, ethical, and policy issues in electronic commerce (e.g., data mining, security, privacy, and intellectual property rights) as well as how individuals, organizations, and policy makers are addressing these problems.
- Explain the effects of policy decisions on e-commerce and businesses

TEACHING METHODOLOGY:

- Lectures
- Assignments
- Presentation by students
- Research Paper on Articles Presented at HEC Digital Library
- Report
- Case Studies

PERFORMANCE REQUIREMENTS:

Complying with the course requirements with active class participation and timely submission of assignments.

MATERIAL / RESOURCES:

RECOMMENDED TEXTS:

E-Commerce 2016 - Twelfth Edition by Kenneth C. Laudon / Carol Guercio Traver

Students are urged to seek assistance from www.hecdigitallibrary.edu.pk for preparation of research papers, assignments, and term reports.

Use the following link for research

- Greenwich Research Development Center (GRDC) and computer laboratory will have all the necessary software (SPSS) and full access to the digital library and internet.

EVALUATION METHODS AND ASSIGNMENTS:

- Quizzes will be given in every class based upon the lesson taught in the previous session. The teacher will mark and return them to the students in the next class.
- Students who maintain 100% attendance in a minimum course load of five will be awarded a certificate and his/her name/picture will be placed on the notice board
- Students must submit their portfolio to their teacher before the last session (11th week). The portfolio submission will carry 02 marks.
- Class Assignments should be given regularly using Turnitin software you may contact Dr. Sultan Mughal for assistance in the use of Turnitin software
- Class participation
- Mid-Term and Final Examination
- Final exams will comprise questions based on the entire syllabus, including the teaching done before the Mid-Term Exam.
- Report: The students will be assigned, individually, or in groups to write term paper / report based on visit to the corporate entities / markets and discussions with professionals and practitioners. All such visits will be undertaken through official transmittal letters to be issued by the University on the request of students and / or faculty.

GRADING:

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|--------------------------|------|
| * Quizzes | 10 % |
| * Term Report..... | 10% |
| * Class Assignment | 10 % |
| * Mid Term..... | 30 % |
| * Final..... | 40 % |
- Portfolios should be maintained by students of all their assignments, quizzes, /presentation, etc. The portfolios must be submitted to the instructor in the 12th class. The portfolios will returned to the students prior to the final examination.

COURSE CONTENTS WEEK WISE:

- Session 01 - Introduction to E-Commerce
- Session 02 - E-Commerce Infrastructure
- Session 03 - Building an E-Commerce Presence
- Session 04 - E-Commerce Security & Payment Systems
- Session 05 - E-Commerce Business Strategies
- Session 06 - E-Commerce Marketing & Advertising
- Session 07 - Social, Mobile & Local Marketing

Mid Term

- Session 08 - Ethics, Law & E-Commerce
- Session 09 - Online Media
- Session 10 - Online Communities
- Session 11 - E-Commerce Retailing & Services
- Session 12 - B2B E-Commerce
- Session 13 – Presentation
- Session 14 - Presentation

Final Exam

-----*For Office Use Only*-----

Dean: : _____ **Date:** ____ / ____ / 2019

Head of Department: : _____ **Date:** ____ / ____ / 2019

Faculty Member: : _____ **Date:** ____ / ____ / 2019

Uploaded on the website by: _____ **Date:** ____ / ____ / 2019