

Outline for E-Commerce Course (revised 12/15/2004 by Gregory D. Weber)

### **Course Description**

S430 Electronic Commerce Strategic Analysis (3 cr.) P: S302 and I-Core. An overview of electronic commerce applications in the retail, manufacturing, government, and health sectors. Applications will illustrate business-to-consumer, business-to-business, and intra-organizational electronic commerce in physical as well as digital products. Different business models underlying these electronic commerce applications will be highlighted and discussed from both operational and strategic perspectives.

### **Remarks:**

This course is about the strategic issues managers face in a digital world. It is not a technology course. There is no programming, design, or building of web sites or databases in this course. There is no coverage of software tools for developing Internet or web-based computer systems. Those topics will be covered I320 Distributed Computing (a new course under development).

### **Text and Readings**

Laudon, Kenneth C., and Carol Guercio Traver, *E-Commerce: Business, Technology, Society*. Addison-Wesley, 2nd edition, 2004. ISBN 0-321-20056-X.

Additional reading assignments to be made from popular and academic literature, either online or in print.

### **Learning Objectives**

Students who successfully complete this course will have gained an understanding of e-commerce applications and will be able to apply that understanding to the design of e-commerce strategies for business or non-profit organizations.

1. Understand and be able to apply the principle business models for e-commerce.
2. Be able to assess the state of electronic commerce and to explain how organizations can use e-commerce to obtain strategic advantages.
3. Describe best practices in e-commerce and recognize ways to use e-commerce to improve processes both within and between organizations.
4. Be able to analyze the effects of e-commerce on key sectors of the economy, present and future, and recognize the strategic implications of this analysis for an organization in those sectors.

5. Aid in developing a comprehensive strategy for electronic commerce, incorporating an organization' s goals and objectives, including issues of technology, security, privacy, and other social and ethical concerns.

Student performance will be evaluated based on:

1. Class attendance and participation
2. Outside readings and web site evaluations
3. Individual and team case reports
4. Team project
5. Midterm and final exams

### **Course Content**

(Note: the instructor may choose to take the topics in a different order, in order to distribute the presentation of cases more evenly.)

Approximately one chapter per week.

- I. INTRODUCTION TO E-COMMERCE.
  1. The Revolution is Just Beginning.
  2. E-commerce Business Models and Concepts.
- II. TECHNOLOGY INFRASTRUCTURE FOR E-COMMERCE.
  3. The Internet and World Wide Web: E-Commerce Infrastructure.
  4. Building an E-commerce Web Site.
  5. Security and Encryption.
  6. E-Commerce Payment Systems.
- III. BUSINESS CONCEPTS AND SOCIAL ISSUES.
  7. E-commerce Marketing Concepts.
  8. E-commerce Marketing Communications.
  9. Social, Legal and Ethical Issues in E-commerce.
- IV. E-COMMERCE IN ACTION.
  10. Retailing on the Web.
  11. Online Service Industries.
  12. Portals and Communities.
  13. Auctions, Portals and Communities.
  14. Online Content Providers: Digital Media.