

DEREE COLLEGE SYLLABUS FOR: CS 3140 ELECTRONIC COMMERCE

(Updated Fall 2021)

UK LEVEL: 5
UK CREDITS: 15
US CREDITS: 3/0/3

PREREQUISITES: CS 1070 Introduction to Information Systems
or
 ITC1070 Information Technology Fundamentals

CATALOG DESCRIPTION: Electronic commerce framework, types and business models. E-marketplaces, social networks and mobile technologies. Web storefront and content management implementation.

RATIONALE: Electronic commerce is currently implemented by the majority of businesses and is used as interface to commercial transactions over the Internet. The reason being that dramatic improvement in business performance has been observed when information technologies are combined with organizational restructuring. The course exposes students to the evolving e-commerce technologies and explores the related business implications.

LEARNING OUTCOMES: As a result of taking this course the student, should be able to:

1. Recognize electronic commerce frameworks and the major types of transactions and models in both fixed and mobile environments.
2. Evaluate online technologies and non-cash and e-payment systems
3. Apply the fundamental requirements for initiating online presence to develop an e-commerce solution.

METHOD OF TEACHING AND LEARNING: In congruence with the learning and teaching strategy of the College, the following tools/activities are used:

- Lectures, class discussions, and review of real-world cases based on specific theoretical concepts. Laboratory sessions, involving training in developing e-commerce solutions.
- Office hours held by the instructor to provide further assistance to students.
- Use of the Blackboard Learning platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, and online submission of assignments, but also as a live example of an e-learning application.

ASSESSMENT:

Summative:		
First Assessment - Midterm Examination (in class, 1 hour)	50%	Answers to essay questions
Final Assessment - Project	50%	Functional requirements, application-based solution design and deployment
Formative:		
Case problems	0%	

The formative assessment(s) aim to prepare students for the summative ones.

The First Assessment tests Learning Outcomes 1 and 2.
 The Final Assessment tests Learning Outcomes 1 and 3, with emphasis placed on 3.

	<p>Students are required to resit failed assessments in this module.</p> <p>(Guidelines and assessment rubrics are distributed on the first day of classes along with the course outline)</p>
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>None</p> <p>RECOMMENDED READING:</p> <p>K. C. Laudon and C. Traver, E-Commerce 2014, 10th ed. Prentice Hall, 2013.</p> <p>E. Turban, D. King, and J. Lang, Introduction to Electronic Commerce: International Edition, 3rd ed. Pearson Higher Ed USA, 2010.</p> <p>S. G. E. Garrett and P. J. Skevington, "An Introduction to Electronic Commerce," BT Technol. J., vol. 17, no. 3, pp. 11–16, Jul. 1999.</p> <p>F. Liébana-Cabanillas, J. Sánchez-Fernández, and F. Muñoz-Leiva, "Antecedents of the adoption of the new mobile payment systems: The moderating effect of age," Comput. Human Behav., vol. 35, pp. 464–478, Jun. 2014.</p> <p>D. Lord, "B2B eCommerce : From EDI to eMarketplaces eCOMMERCE," Bus. Insights, 2001.</p> <p>R. A. Peterson, S. Balasubramanian, and B. J. Bronnenberg, "Exploring the Implications of the Internet for Consumer Marketing," J. Acad. Mark. Sci., vol. 25, no. 4, pp. 329–346, Sep. 1997.</p> <p>S. H. Kim, C. Mims, and K. P. Holmes, "An Introduction to Current Trends and Benefits of Mobile Wireless Technology Use in Higher Education," Education, vol. 14, pp. 77–100, 2006.</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
COMMUNICATION REQUIREMENTS:	<ul style="list-style-type: none"> • Use of appropriate academic conventions as applicable in oral and written communications • The project forum
SOFTWARE REQUIREMENTS:	<ul style="list-style-type: none"> • MS-Office 365 applications • Current market-established and trending technologies (Open Source).

WWW RESOURCES:	www.ecommercetimes.com www.linkedin.com www.clickz.com/stats www.facebook.com www.myspace.com www.joomla.org www.drupal.org www.wordpress.org www.alexa.com www.joomla24.com www.joomla.gr www.amazon.com wtpfed.tradeholding.com www.linkedin.com/pulse/20140321134543-1627421-four-principles-of-e-commerce-for-every-marketer-insight www.entrepreneur.com/article/159680 www.linkedin.com/pulse/20140321134543-1627421-four-principles-of-e-commerce-for-every-marketer-insight
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Introduction to E-Commerce 2. E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce 3. Retailing in Electronic Commerce: Products and Services 4. B2B E-Commerce Web 2.0 5. Social Networks 6. Mobile Computing and Commerce Electronic Commerce Systems 7. Launching a Successful Online Business and EC Projects 8. Innovative Systems: E-Government, E-Learning, C2C E-Commerce & Collaborative Commerce.