

Advance -Ecommerce

Course Objectives

Advance E-Commerce is a course in understanding the electronic commerce and its application by using a real business model, and try to understand the various issues in online business as compare to traditional businesses. The course is designed for under-graduate learners with cooperative work or study groups by the use of computer based instruments to develop e-commerce solutions for

To give insight of electronic commerce system, its attributes and relation to the environment

To give the understanding of system development life cycle for e-commerce

To provide the overview with hands on practice for e-commerce idea development

Provide up-to-date knowledge regarding Merchant Services, E-Payment Services, Concept and its tools and techniques.

Learning Objectives

- Understanding the general concepts of e-business and its different terminologies.
- Developing business plan to initiate business for online transactions.
- Understanding of technical issues related to web site, mobile application, domain registration, hosting, payment gateway, development, etc.

Learning Outcomes

- Students are expected to learn the basics of e-commerce, e-business and their application in the real business.
- Students must be able to apply their already developed business with the adjustment of e-commerce strategies, and to implement that newly created business model in a real online web site.
- Students will be able to learn and implement various technical concepts in e-commerce such as hosting, domain registration, site development, payment gateways, etc. by practically performing all those on their real business domain.
- Students will be able to learn various concepts of online tools such as search engine, community sites, directories, blogs, forums, etc. to promote their business.

Teaching Methodology (List methodologies used –example are given below)

Lecture

Interactive Classes

Case based teaching

Class activities

Applied Projects

Class Policy:-

- **Be On Time**
You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.
- **Mobile Policy**
TURN OFF YOUR MOBILE PHONE! It is unprofessional to be texting or otherwise.
- **Email Policy**
READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.
- **Plagiarism Policy**
As per IBA policy

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in percentage
Assignments	15%
Mid Term	20%
Term Project	15%
Group Presentation	5%
Presentations	5%
Final exam	40%
Total	100%

Recommended Text Books:

E-Commerce : Business, Technology, Society, Global Edition by Kenneth C. Laudon

Reference Books:

E-Business and E-Commerce Management: Strategy, Implementation and Practice by Dave Chaffey

Electronic Commerce 2018. by Efraim Turban and Jon Outland, 9th edition, 2017.

Opencart Documentation: <http://docs.opencart.com/>

No	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Teaching Method	Assessment C
1	Introduction to e-business, difference between e-commerce and e-business, e-business terminologies	Make them familiar with the basics of e-commerce and e-business.	Students will be able to answer the basic terminology of e-business and e-commerce.	Lecture	
2	How to create business plan, different parts of business plan, issues. Practical cases.	Understanding the need to modify business plan to adjust the concept of electronic business.	Students will be able to change their business plan into e-business plan.	Case Discussion	Assignment
3	E-commerce and Marketplaces	Understanding the application of ethics in e-commerce for its success.	Student will be able to understand the marketplaces	Case discussion	
4	e-market, electronic store, e-mail, intermediary, Domain Registration, Hosting	Understanding the various type of online business markets, and identification of your business in that market. How to register domain and confirm hosting for e-business.	They will be in position to differentiate e-commerce models in market and able to purchase online e-business equipment to start a new e-business.	Case Discussion + Lecture	
5	Building Ecommerce web site, issues related to web site, design issues, development issues, constraints,	Learn the basics of web site designing and development.	After this lecture, students will be able to apply the basic knowledge of web site designing and development.	Lecture	Assignment
6	Integration of business process in e-commerce, Issues and problems in integration, Financial issues in e-commerce Search engine, Submitting site to search engine, Importance of site keywords and description,	Working of various business components in e-commerce and use of search engine..	They will be able to register a new e-commerce in search engine.	Simulation	Class Activity

7	Store front, Online catalog, type of catalog, design issues of catalog, Development issues of catalog. Search engine to support getting required product.	Understand the storefront, and its implementation.	Now they will create their own storefront model by using a e-commerce.	Lecture	Case Study
8	Checkout system, Payment gateway, selection of third party service provider, issues related to online payments, Delivery mechanism, Delivery issues. + Mid Term	Implementation of various storefront components such as cart, payment gateways, etc.	After this, they can implement different storefront components for a new business.	Simulation	Mid Term in the fir
9	What is sustainability? Understanding the goals behind sustainability, role of e-commerce in achieving sustainability goals such poverty, equality, economic development, etc.	Understanding the concept of various goals behind sustainability issue worldwide.	After this, students have a clean idea about sustainability and its goals, and they can able to apply e-business in achieving them.	Case discussion	Class Activity
10	Customer support system, chat, ticket system, issues related to customer support GenAI	Understanding the importance of customer support in e-commerce	After this lecture, students have understood various customer support tools after e-business.	Case Discussion	Assignment
11	Marketing issues related to e-business, market research, tools such as Facebook, Google, etc.. for e-business marketing	How to promote e-commerce in different online resources such as search engines, community sites, directories, etc.?	Now they will be able to use different social sites to promote their business.	Lecture	Class Activity

12	Security issues in e-commerce, security risks, concepts of encryption, certificate, public key, private key, firewall, etc.	Understanding the various security issues while performing online business. How to perform various tasks such as backup, site controls, data integration, etc.	Their understanding with various security issues while conducting e-commerce	Lecture + Case Discussion	Assignment
13	Integrated other business concepts such as HRM, CRM, SCM, etc., in e-business	How to integrate various business processes such as HRM, CRM, etc with online business	Now they will be in position to answer the more advance concepts in e-commerce applications.	Lecture	
14	Final Project Presentation			Presentation	Presentation