

TEACHING PLAN

COURSE: CSC1020 INTRODUCTION TO E-COMMERCE

LECTURER: **SUHAILA SARDI (017-6798779)**

OFFICE: **A209, 2nd FLOOR, BLOCK A, IUKL**

EMAIL: suhaila@iukl.edu.my

SEMESTER: MARCH 2024

REFERENCE BOOK:

- (a) Kenneth C. Laudon, Carol Guercio Traver. 2016. *E-Commerce 2016*. Pearson. ISBN-10: 1292109963. ISBN-13: 9781292109961
- (b) Gary P. Schneider. 2017. *Electronic Commerce*. Cengage Learning. ISBN 9781305867819
- (c) Efraim Turban, David King, Jay Lee, Ting-Peng Liang, Deborah C. Turban. 2015. *Electronic Commerce: A Managerial and Social Networks Perspective. 8th Edition*. Springer. ISBN-10: 3319100904 ISBN-13: 978-3319100906

ASSESSMENT

Coursework	
Quizzes (CLO1)	20%
Assignment 1 (CLO2)	20%
Group Project	
Proposal (CLO3)	5%
Online Platform (CLO3)	10%
Report	10%
Presentation	5%
Final Examination	30%

COURSE LEARNING OUTCOMES

After completion of the course, students should be able to:

CLO1: Define the basic concepts of E-commerce. (C1, PLO1)

CLO2: Discuss the issues faced by businesses that are considering worldwide marketing of their products and services. (C2, PLO3)

CLO3: Use the concepts and implement the process of developing E-Commerce idea. (C3, PLO2)

ASSESSMENT AND LEARNING ACTIVITIES

	LEARNING OUTCOMES		
	CLO1	CLO2	CLO3
LEARNING ACTIVITIES			
Lecture	√	√	√
ASSESSMENT TASKS			
Quizzes	√	√	
Quiz 1 – Chap 1 & 2			
Quiz 2 – Chap 5 & 6			
Quiz 3 – Chap 7 & 8			
Individual Assignment		√	
Project			√
Final Exam	√	√	√

Week	Date	Lessons	Remarks
1	1 Apr 2024	Chapter 1: Introduction to Electronic Commerce - Definition, driving forces, benefit and limitation and impact of E-Commerce Chapter 2: EC Market Mechanisms - Electronic marketplaces - Types of electronic markets: From storefronts to portals - Supply chains and value chains - Intermediation and syndication in EC - Issues in E-markets: Competition, Liquidity, Quality, and Success Factor	- Group formation - Google Folder Creation - Project briefing
2	8 Apr 2024	SEMESTER BREAK	10&11 Apr 2024 Hari Raya Aidil Fitri
3	15 Apr 2024	Chapter 3: Retailing in EC: Products and services - E-tailing business model - Travel and tourism services online - Employment placement and the job market - Real estate, insurance, and stock trading online - Banking and personal finance online - On Demand Delivery Services - Online delivery of digital products, entertainment, and media - Issues in E-tailing Chapter 4: Consumer behavior, - Customer service, and Advertising - Learning about consumer behavior online - The consumer decision making process - One-to-one marketing and personalization in EC - Market research for EC	- Assignment - Proposal submission 19.4.2024
4	22 Apr 2024	Chapter 4: cont Delivering customer service in cyberspace - Web advertising - Advertising methods - Advertising strategies and promotions - Special advertising topics - Managerial Issues Chapter 5: B2B and Collaborative Commerce - Concepts, Characteristics, and Models of B2B EC - Sell-side marketplaces: One to many - Buy-side marketplaces: One from many - Aggregating catalogs, group purchasing, and bartering - Collaborative commerce - Infrastructure, integration, and B2B agents	- Quiz 1 - Publish online form - 26.4.2024
5	29 Apr 2024	Chapter 6: Intrabusiness, E-government, C2C and E-learning - Intrabusiness and business to employee EC - Intranets - E-government - E-government - C2C EC and P2P applications - Online publishing and e-books E-learning and knowledge management and dissemination	1.5.2024 (Wed) – Public Holiday (Labor Day) Assignment Submission - 3.5.2024
6	6 May 2024	Chapter 7: Mobile Commerce - Mobile commerce: Overview, benefits, and drivers - Mobile computing infrastructure - Wireless standards and security - Mobile financial applications Chapter 8: Payments and Order Fulfilment - Security for e-payments - Electronic cards and smart cards - E-cash and innovative payment methods	Quiz 2
7	13 May 2024	Chapter 8: Cont' E-cash and innovative payment methods	Report Submission -

		• E-checking • Order fulfillment and logistics • Problems in order fulfilment Chapter 9: E-strategy, Internet Communities, and Global EC • EC strategy: Concepts and overview • Strategy initiation, formulation and implementation • Strategy and project assessment • EC failures and lessons learned	17 May 2024
8	20 May 2024	Chapter 9: Cont' • Virtual communities • Going global • EC in small medium enterprise • BPR and virtual corporations • The future of EC	• Presentation 22 May 2024 (Wed) – Public Holiday (Vesak Day)
9	27 May – 2 June 2024	Final Exam	
10	3 – 6 June 2024	Final Exam	
11	7 – 23 June 2024	Inter-Semester Break	3.6.2024 (Mon) – Public Holiday (Agong Birthday) 17 Jun 2024 (Mon) – Public Holiday (Hari Raya Haji)