

### AMDM410 – E-commerce

Course Title	E-commerce				
Course Code	AMDM410				
Course Type	Elective				
Level	BSc (Level 1)				
Year / Semester	4 <sup>th</sup> Year, 8 <sup>th</sup> Semester				
Teacher's Name	Dr Christos Markides				
ECTS	6	Lectures / week	3	Laboratories/week	N/A
Course Purpose	<p>The aim of the course is to provide an overview of today's business environment as well as the fundamentals of E-Commerce (EC). The course discusses electronic markets and their impacts, as well as EC mechanisms ranging from traditional shopping carts to social networks. The course covers traditional EC applications and present several innovative and emerging applications. Students are also presented with emerging EC platforms and applications. The course covers EC support services for monitoring online consumer behaviour, market research, e-marketing methods, and discusses EC strategy and Implementation.</p>				
Learning Outcomes	<p>By the end of the course students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and apply theoretical models and studies to understand the growth and the future e-commerce.</li> <li>2. Identify e-commerce developments and techniques that can enhance an organisation.</li> <li>3. Explain and draw analogies of the previous technological revolutions with current case studies, and identify the potential value of e-commerce arising.</li> <li>4. Provide critical insight into the developments in e-commerce and how they have affected organisations.</li> <li>5. Identify how technology and techniques can be applied to organisations to improve the results of e-commerce.</li> </ol>				
Prerequisites	Marketing, Business subjects	Co-requisites:	None		
Course Content	<ul style="list-style-type: none"> <li>• <b>Introduction to E-Commerce:</b> Define E-Commerce (EC) and concepts, categories, discuss content and framework of EC, major types of EC transactions, drivers and benefits of EC, social computing and EC, economy, enterprises, and society in the digital era, EC business models, limitations, impacts, EC mechanisms and e-marketplaces, online</li> </ul>				

	<p>shopping mechanisms and solutions, emerging EC platforms, and the future of EC.</p> <ul style="list-style-type: none"> <li>• <b>E-Commerce Applications:</b> Describe EC applications, EC innovators, define e-marketplaces, features, and components, E-Business models, applications, evaluation and appraisal, EC support services, retailing EC, B2C EC products and services, e-tailing business models, online travel, digital products, online entertainment, B2B EC, models and characteristics, procurement methods, and portals, e-governance, e-learning, e-books, collaborative e-commerce.</li> <li>• <b>E-Commerce Platforms:</b> Mobile commerce concepts, developing applications in the world of wireless EC (m-commerce, l-commerce, and pervasive computing), AI and ML in chatbots, VPAs, consumer services of mobile computing, location-based commerce, cloud-computing and IoT, pervasive computing, security and privacy issues, social commerce concepts, benefits, and models, social networks and CRM, crowdsourcing, and crowdfunding.</li> <li>• <b>E-Strategy and Implementation:</b> online consumer behaviour, market research, e-marketing methods, and e-advertising, EC risks, vulnerabilities, and cybersecurity, EC payment methods, marketing, branding, and advertising online, expand on EC strategic planning process, develop business plan and business case, strategy implementation and assessment, using metrics, impact of EC to SMEs, developing and maintain content for EC.</li> </ul>
<p>Teaching Methodology</p>	<p>The taught part of course is delivered to the students by means of lectures, conducted with the help of computer presentations. Lecture notes and presentations are available through the e-learning platform and the web for students to use in combination with the textbooks.</p> <p>Lectures are supplemented with extensive case studies. During case study/seminar sessions, students are able to apply the material delivered during the lectures and experience the various models and technologies delivered in the lectures.</p>
<p>Bibliography</p>	<p><u>Textbooks:</u></p> <ul style="list-style-type: none"> <li>• Turban, E., Outland, J., King, D., Lee, J.K., Liang, T.-P., Turban, D.C., "<b>Electronic Commerce 2018: A Managerial and Social Networks Perspective</b>", 9<sup>th</sup> Edition, Springer, 2018, ISBN: 9783319587158.</li> <li>• Laudon, K. C., Traver C. G., "<b>E-Commerce 2019: Business, Technology and Society</b>", 15<sup>th</sup> Edition, Pearson, 2019, ISBN: 9780135116234.</li> </ul> <p><u>References:</u></p> <ul style="list-style-type: none"> <li>• Chaffey D., "<b>Digital Business and E-Commerce Management</b>", 6<sup>th</sup> Edition, Prentice Hall, 2015, ISBN: 978-0-273-7865-4.</li> <li>• Schneider G., "<b>Electronic Commerce</b>", 11<sup>th</sup> Edition, Cengage Learning, 2015, ISBN: 978-1285425436.</li> </ul>

Assessment	<p>The Students are assessed via continuous assessment throughout the duration of the semester, which forms the Coursework grade and the final written exam. The coursework and the final exam grades are weighted 40% and 60%, respectively, and compose the final grade of the course. Students are assessed through continuous assessment, through tests, case-study discussion, and class participation.</p> <p><u>Weights:</u></p> <ul style="list-style-type: none"> <li>• Participation Activities: 5%</li> <li>• Test: 10%</li> <li>• Group Project/Case Study: 15%</li> <li>• Final Exam (3-hour closed book): 60%</li> </ul> <p>Students are prepared for final exam, by revision on the material taught, the case-studies discussed in class. The final assessment of the students is formative and summative and is assured to comply with the subject's expected learning outcomes and the quality of the course.</p>
Language	English