E-COMMERCE AND ONLINE BUSINESSES
Business

Course contact hours: 45
Recommended credits: 6 ECTS – 3 US

OBJECTIVES
The increasing development of information technologies (IT) has significantly affected both firms and markets. IT is currently changing the world in a more permanent and far-reaching way than any other technology in the history of humankind. The Internet, the Web and the mobile platform are revolutionizing the way people, businesses and governments transact. A new economy, where knowledge is the most important strategic resource, is forcing firms to review their traditional routines and take advantage of the tools able to create new value. Electronic commerce (e-Commerce) is still in its infancy but is already having an enormous impact on our activities and the way we relate to people and organisations.

Using a combination of lectures, readings, case studies and experiential learning through group projects, in this course you have the opportunity to examine major concepts that enable e- Commerce, including its technological foundation, business models and strategies, digital marketing and advertising as well as related ethical and legal issues. You are expected to become familiar with the Web and use it to find materials to respond to class assignments and other class requirements.

REQUIREMENTS

Fluent English

LEARNING OUTCOMES

A.   Student learning outcomes:

Upon completion of the course you will be able to:
1.   Explain the concept of e-commerce and its (r)evolution
2.   Understand current Internet business models and strategies
3.   Explain and develop solutions for implementing an e-commerce web presence
4.   Discuss major ethical and legal issues surrounding e-commerce

5.   Implement, in simulation or authentically, an e-commerce presence
6.   Create a marketing and promotional plan for an e-commerce presence

B.   College learning outcomes:
This course is designed to help you enhance your skills in the following areas:

Computer/Internet

1. Critical thinking
2. Oral communications
3. Literacy
4. Information resources

CONTENTS

What is E-commerce?
The 8 unique features of E-commerce
E-commerce infrastructure
E-commerce business models: case studies and business analysis
Web presence development: competitor analysis, case study, user analysis, user engagement
Online metrics: Google analytics
Online marketing
Content marketing
Email marketing
Blog marketing
Social media marketing
Video marketing
Influencer marketing
Online security and payments

TEACHING METHODOLOGY

Classes will be conducted in seminar format promoting student participation. The methods of instruction include class discussions, individual and team projects, demonstrations and student hands-on activities.

ASSESSMENT CRITERIA

College and student learning outcomes will be assessed through a variety of activities that emphasize critical thinking including the following:

A.   Assignments and Case problems:
You will develop skills in critical thinking, information resources, as you learn to analyze ecommerce web presences and business models. In addition, you will be introduced to using Web based information resources in a professional manner. These activities will assess all the above learning outcomes.

B.   Individual Research and Presentations:
You will develop skills in oral communications, critical thinking and information resources as you will conduct research and present your findings regarding current news related to e- commerce.

C.   Final Team Project:
You will be required to partner up with other students in class to complete a final project. The aim of the project is to experience the dynamics of researching an planning the creation and implementation of a web presence for an e-commerce business idea. The project will assess all of the learning outcomes checked above.

	Weight (%)
News review (individual)	10
Case studies and assignments	30
Web presence project and presentation (group)	40
Participation	20

BIBLIOGRAPHY

Required reading:

Class material such as power point presentations, additional readings, articles and case studies will be provided to you in digital format via our virtual classroom.

Recommended reading:

Laudon, K.C., Traver, C.G. (2019) E-Commerce 2019. Business, Technology, Society. 15th Edition (Global Edition). Pearson.

Eyal, N. (2014) Hooked: How to Build Habit-Forming Products. Portfolio/Penguin.

Krug, S. (2014) Don't Make Me Think Revisited. A Common Sense Approach to Web and Mobile Usability

Berger, J. (2013) Contagious: Why Things Catch On. Simon & Schuster Paperbacks

Nahai, N (2013) Webs of Influence: The Psychology of Online Influence. FT Press.

Shelton, T. (2013) Business Models for the Social Mobile Cloud: Transform your Business using Social Media, Mobile Internet and Cloud Computing, Wiley.

Fox, V. (2012) Marketing in the Age of Google: Your Online Strategy IS Your Business Strategy, Wiley.