|  |  |
| --- | --- |
| **Electronic Business Systems** | **Module Title:** |
| **CAP 472** | **Module ID:** |
| **CAP 311, CAP 430** | **Prerequisite:** |
| **8** | **Level:** |
| **3 (3+0+1)** | **Credit Hours:** |

**Module Description:**

Types of ebuisness systems; Corporate strategic planning for ebuisness adoption; Business design/architecture for ebuisness application; Web-based marketing strategies and models; ebuisness Project Management; Public Policy and Legal Issues of Privacy; Socio-Technical Infrastructure for ebuisness; Risk Management in ebuisness Initiatives; E-Transformation; Measuring Effectiveness of ebuisness Projects; ebuisness and organizational change management; ebuisness and competitiveness; Success and failure in ebuisness implementation; ebuisness in Banking; ebuisness and Online Publishing; ebuisness in Manufacturing; ebuisness and Supply Chain Management; ebuisness and Customer Asset Management; Electronic Payment Systems; Mobile ebuisness systems; Modern and future trends in developing ebuisness systems; Available packages and software tools: technical evaluation. Case study using SAP, Baan, Oracle or other solutions.

**Module Aims:**

The aim of this course is to explore both the technical and business-related implications of electronically mediated commerce.

**Learning Outcomes:**

* State the basic concepts in business-related implications of electronically mediated commerce.
* Understanding the potential of electronic business for future development and the development of the ‘Information Society'
* Understanding the impact of the Information Superhighway on economic and social regeneration through the creation of new forms of organizational structure and working practices.

|  |  |  |
| --- | --- | --- |
| List of Topics | No. ofWeeks | Contact Hours |
| Chapter 1- Introduction to e-business and e-commerce | 2 | 6 |
| Chapter 2- E-commerce fundamentals | 2 | 6 |
| Chapter 3- E-business Infrastructure | 1 | 3 |
| Chapter 4- E-environment | 1 | 3 |
| Chapter 5- E-business Strategy | 1 | 3 |
| Chapter 6- Supply Chain Management | 2 | 6 |
| Chapter 7- E-procurement | 1 | 3 |
| Chapter 8- E-marketing | 1 | 3 |
| Chapter 9- Customer Relationship Management | 1 | 3 |
| Chapter 10- Change management | 1 | 3 |
| Chapter 11- Analysis and Design | 1 | 3 |
| Chapter 12- Implementation | 1 | 3 |

**Textbook:**

K. C. Laudon & C. G. Traver , E- Commerece : Business Technology , society , 2 ndEdition , Addison Wesley