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

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. of Weeks	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