COURSE CODE: ECOMMER

COURSE TITLE: E-Commerce

COURSE DESCRIPTION:

This is a course on how to make Information Communication Technology (ICT) serves the strategic and operational requirements of e-Commerce. The course will demonstrate and assist the student to build an understanding, to assess situation and needs, to define the roadmap, to fill up the template, and to select and use the tools necessary for the proper integration of ICT in business operation to become effective and efficient in delivering the desired goals.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

• No prescribed text - Materials will be provided by faculty using Canvas

READING LIST:

• E-Commerce 2011.Business, Technology, Society.(12th Edition). By Laudon, Kenneth and Traver, Carol. Pearson. 2012

• Allan Afuah and Christopher L. Tucci, (2001) Internet Business Models and Strategies, McGraw Hill-Irwin, 2001

• Peter S. Cohan (2000) e-Profit: High Payoff Strategies for Capturing the E-Commerce Edge, AMACOM, NY 2000

• Rick E. Bruner, Bob Heyman and Leland Harden. (2001) Net Results.2: Best Practices for Web Marketing. Indianapolis, Ind.: New Riders, 2001

• Kalakota, Ravi, and Marcia Robinson, E-Business: Roadmap for Success Addison-Wesley, 1999

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: