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**COURSE OUTLINE  
and  
SET OF COURSE**

Course : E-COMMERCE  
Code/credits : EM 345 / 3 SKS

**MANAGEMENT DEPARTMENT  
FACULTY OF ECONOMICS  
DIPONEGORO UNIVERSITY  
SEMARANG**

## COURSE OUTLINE

**COURSE : E-COMMERCE**

**Code / Credit : EM 345 / 3 Credits**

**Brief Description : The course discuss the application of electronic media especially internet for business and organizations**

**General Objectives : Upon completion of the course, student will be able to explain the application of electronic media especially internet for business and organizations**

No	Chapter Objectives	Main Themes	Sub-themes	Est. time	References
1.	After completing this session, students should be able to explain basic concept of e-commerce	Basic Concept of E-Commerce	<ul style="list-style-type: none"> <li>a. E-commerce definitions</li> <li>b. The scope and framework of e-commerce</li> <li>c. E-commerce business plans and models</li> <li>d. Benefits and limitations of e-commerce</li> <li>e. The digital revolution and the economic impact of e-commerce</li> <li>f. The contribution of e-commerce to organizations</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Turban, Efraim &amp; David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003, pp. 1-30</li> <li>B. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003, pp. 7-26</li> </ul>
2.	After completing this session, students should be able to explain e-commerce market mechanisms	E-Commerce Market Mechanisms	<ul style="list-style-type: none"> <li>a. Electronic marketplaces</li> <li>b. Types of electronic markets</li> <li>c. Intermediation and syndication in e-commerce</li> <li>d. Competition, liquidity, quality, and success factors in e-markets</li> <li>e. Electronic catalogs and other market mechanisms</li> <li>f. Auctions</li> <li>g. Bartering and negotiating online</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 40-86</li> <li>B. Pp. 66-90</li> </ul>

			<ul style="list-style-type: none"> <li>h. Mobile commerce</li> <li>i. Impacts of e-markets on business process and organizations</li> </ul>		
3.	After completing this session, students should be able to explain retailing in e-commerce	Retailing in E-Commerce: Products and Services	<ul style="list-style-type: none"> <li>a. Electronic retailing (e-tailing) and the business-to-consumer market</li> <li>b. E-tailing business models</li> <li>c. Travel and tourism services online</li> <li>d. Employment placement and the job market</li> <li>e. Real estate, insurance, and stock trading online</li> <li>f. Banking and personal finance online</li> <li>g. On-demand delivery services</li> <li>h. Online delivery of digital products, entertainment, and media</li> <li>i. Online purchase decision aids</li> <li>j. Successful clic-and-mortar strategies</li> <li>k. Problems and issues in e-tailing</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 93-139</li> <li>B. Pp. 242-267</li> </ul>
4.	After completing this session, students should be able to explain consumer behavior, customer service, and advertising online	Consumer Behavior, Customer Service, and Advertising Online	<ul style="list-style-type: none"> <li>a. Consumer behavior online</li> <li>b. The consumer decision-making process</li> <li>c. One-to-one marketing and personalization in e-commerce</li> <li>d. Market research for e-commerce</li> <li>e. Delivering customer service in cyberspace</li> <li>f. Web advertising</li> <li>g. Web advertising methods</li> <li>h. Advertising strategies and promotions</li> <li>i. Special advertising topics</li> <li>j. Software agents in advertising applications</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 146-194</li> <li>B. Pp. 132-197</li> </ul>
5.	After completing this session, students should be able to explain basic concepts of business-to-business and	Basic Concepts of Business-to-Business and Collaborative Commerce	<ul style="list-style-type: none"> <li>a. Concepts, characteristics, and models of business-to-business (B2B) e-commerce</li> <li>b. Sell-side marketplaces</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 201-240</li> </ul>

	collaborative commerce		<ul style="list-style-type: none"> <li>c. Selling via auctions</li> <li>d. Buy-side marketplaces</li> <li>e. Reverse auctions of buy-side marketplaces</li> <li>f. Aggregating catalogs, group purchasing, and bartering</li> <li>g. Collaborative commerce</li> <li>h. Infrastructure, integration, and B2B agents</li> </ul>		
6	After completing this session, students should be able to explain public business-to-business (b2b) exchanges	Public Business-to-Business (B2B) Exchanges	<ul style="list-style-type: none"> <li>a. Overview of B2B electronic exchanges</li> <li>b. B2B portals</li> <li>c. Third-party exchanges</li> <li>d. Consortium trading exchanges</li> <li>e. Dynamic trading</li> <li>f. Building and integrating marketplaces and exchanges</li> <li>g. Managing exchanges</li> <li>h. Communication networks and extranets for B2B</li> <li>i. Implementation issues in B2B exchanges</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 245-283</li> <li>B. Pp. 98-126</li> </ul>
7	After completing this session, students should be able to explain e-government, intrabusiness, customer-to-customer (c2c), and e-learning	E-Government, Intrabusiness, Customer-to-Customer (C2C), and E-Learning	<ul style="list-style-type: none"> <li>a. Intrabusiness and business-to-employee e-commerce</li> <li>b. Intranets</li> <li>c. Corporate portals</li> <li>d. Overview of e-government</li> <li>e. Implementing e-government</li> <li>f. Customer-to-customer e-commerce and peer-to-peer applications</li> <li>g. Online publishing and e-books</li> <li>h. E-learning and knowledge management</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 289-326</li> </ul>
8.	After completing this session, students should be able to explain basic concepts of mobile commerce	Basic Concepts of Mobile Commerce	<ul style="list-style-type: none"> <li>a. Overview and benefits of e-commerce</li> <li>b. Mobile computing infrastructure</li> <li>c. Wireless standards and security</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 332-376</li> </ul>

			<ul style="list-style-type: none"> <li>d. Mobile financial applications</li> <li>e. Mobile marketing applications</li> <li>f. Mobile intrabusiness applications</li> <li>g. Mobile personal service applications</li> <li>h. Location-based commerce</li> <li>i. Limitations of m-commerce</li> <li>j. Implementing m-commerce</li> </ul>		
9.	After completing this session, students should be able to explain law, ethics, and cyber crime	Law, Ethics, and Cyber Crime	<ul style="list-style-type: none"> <li>b. Legal issues versus ethical issues</li> <li>c. Privacy</li> <li>d. Intellectual property rights</li> <li>e. Free speech on the internet</li> <li>f. Cyber crime</li> <li>g. Internet security</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 381-405</li> <li>B. Pp. 340-370</li> </ul>
10	After completing this session, students should be able to explain payments and order fulfillment	Payments and Order Fulfillment	<ul style="list-style-type: none"> <li>a. Electronic payment concepts</li> <li>b. Security for e-payments</li> <li>c. Electronic cards</li> <li>d. Other electronic payment methods</li> <li>e. E-checking</li> <li>f. Overview of order fulfillment and logistics</li> <li>g. Problems and solutions in order fulfillment</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 411-448</li> <li>B. Pp. 306-334</li> </ul>
11	After completing this session, students should be able to explain e-strategy, internet communities, and global e-commerce	E-Strategy, Internet Communities, and Global E-Commerce	<ul style="list-style-type: none"> <li>a. Overview of e-commerce strategy</li> <li>b. Strategy initiation</li> <li>c. Strategy formulation</li> <li>d. Strategy implementation</li> <li>e. Strategy assessment</li> <li>f. E-commerce failures</li> <li>g. Virtual communities</li> <li>h. Going global e-commerce</li> <li>i. E-commerce in small and medium enterprises</li> <li>j. The future of e-commerce</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 455-503</li> <li>B. Pp. 98-126</li> </ul>
12.	After completing this session, students should be able to explain basic concepts of internet marketing	Basic Concepts of Internet Marketing	<ul style="list-style-type: none"> <li>a. Searching for website</li> <li>b. Integrating traditional marketing with internet marketing</li> <li>c. Building a domain name</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>C. Best, Roger J, Market-Based Management, 4<sup>th</sup> Edition, Prentice Hall, 2005, pp. 271-297</li> </ul>

			<ul style="list-style-type: none"> <li>d. Optimizing search engines</li> <li>e. Making "meta tags"</li> <li>f. Optimizing e-mail lists</li> <li>g. Developing affiliate programs</li> <li>h. Building simple internet marketing plans</li> </ul>		D. Newspapers, magazine, and internet sources
13.	After completing this session, students should be able to absorb the spirit of online businessman	The Stories of Online Businessman	<ul style="list-style-type: none"> <li>b. Biography</li> <li>c. Business models</li> <li>d. Constraints and problems</li> <li>e. Solution to the problems</li> <li>f. Success tips</li> </ul>	150 minutes	D. Newspapers, magazines, and internet sources
14	After completing this session, students should be able to build a sound online business plans	Presentation of the online business plans	<ul style="list-style-type: none"> <li>a. Presentation of online business plans by 2 big groups of the class</li> <li>b. Discussions</li> <li>c. Summary of results</li> </ul>	150 minutes	<ul style="list-style-type: none"> <li>A. Pp. 455-503</li> <li>D. Newspapers, magazines, and internet sources</li> </ul>

## SET OF COURSE

Course : **E-COMMERCE**  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 1

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the definitions and importance of e-commerce
- b. Explain the benefits and limitations of e-commerce
- c. Explain the digital revolution

**B. Main Themes** : Basic Concept of E-Commerce

**C. Sub-Themes** : 1. E-commerce definitions  
2. The scope and framework of e-commerce  
3. E-commerce business plans and models  
4. Benefits and limitations of e-commerce  
5. The digital revolution and the economic impact of e-commerce  
6. The contributions of e-commerce to organizations

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"><li>1. Explaining the brief contents of e-commerce for a semester</li><li>2. Explaining benefits of the subject</li></ol>	<ol style="list-style-type: none"><li>1. Listening</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard

	3. Explaining the competency of GO and CO		
Contents	<ol style="list-style-type: none"> <li>1. E-commerce definitions</li> <li>2. The scope and framework of e-commerce</li> <li>3. E-commerce business plans and models</li> <li>4. Benefits and limitations of e-commerce</li> <li>5. The digital revolution and the economic impact of e-commerce</li> <li>6. The contribution of e-commerce to organizations</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening and taking notes</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> <li>1. Summarizing the materials</li> <li>2. Giving questions</li> <li>3. Describing general materials for the next session</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard

**E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

**F. References:**

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003



## SET OF COURSE

Course : **E-COMMERCE**  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 2

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the electronic marketplaces
- b. Explain various market mechanisms
- c. Explain the impact of e-markets on business process and organizations

**B. Main Themes** : E-Commerce Market Mechanisms

**C. Sub-Themes** : 1. Electronic marketplaces  
2. Types of electronic markets  
3. Intermediation and syndication in e-commerce  
4. Competition, liquidity, quality, and success factors in e-markets  
5. Electronic catalogs and other market mechanisms  
6. Auctions  
7. Bartering and negotiating online  
8. Mobile commerce  
9. Impacts of e-markets on business process and organizations

#### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"><li>1. Explaining the brief contents of e-commerce in the 2<sup>nd</sup> session</li><li>2. Explaining benefits of learning e-commerce market mechanisms</li><li>3. Explaining the competency of GO and CO</li></ol>	<ol style="list-style-type: none"><li>1. Listening</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"><li>1. Electronic marketplaces</li><li>2. Types of electronic markets</li><li>3. Intermediation and syndication in e-commerce</li><li>4. Competition, liquidity, quality, and success factors in e-markets</li><li>5. Electronic catalogs and other market mechanisms</li><li>6. Auctions</li><li>7. Bartering and negotiating online</li><li>8. Mobile commerce</li><li>9. Impacts of e-markets on business process and organizations</li></ol>	<ol style="list-style-type: none"><li>1. Listening and taking notes</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"><li>1. Summarizing the materials</li><li>2. Giving questions</li><li>3. Describing general materials for the next session</li></ol>	<ol style="list-style-type: none"><li>1. Listening</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard

#### E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

#### F. References:

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course	: E-COMMERCE
Code	: EM 345 – 3 Credits
Estimated Time	: 1 x 3x 50 Minutes
Session	: 3

### A. Objectives :

#### 1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

#### 2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain electronic retailing
- b. Explain successful click-and-mortar strategies

**B. Main Themes** : Retailing in E-Commerce: Products and Services

**C. Sub-Themes** : 1. Electronic retailing (e-tailing) and the business-to-consumer market  
2. E-tailing business models  
3. Travel and tourism services online  
4. Employment placement and the job market  
5. Real estate, insurance, and stock trading online  
6. Banking and personal finance online  
7. On-demand delivery services  
8. Online delivery of digital products, entertainment, and media  
9. Online purchase decision aids  
10. Successful click-and-mortar strategies  
11. Problems and issues in e-tailing

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> <li>1. Explaining the brief contents of e-commerce in the 3<sup>rd</sup> session</li> <li>2. Explaining benefits of learning retailing in e-commerce</li> <li>3. Explaining the competency of GO and CO</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> <li>1. Electronic retailing (e-tailing) and the business-to-consumer market</li> <li>2. E-tailing business models</li> <li>3. Travel and tourism services online</li> <li>4. Employment placement and the job market</li> <li>5. Real estate, insurance, and stock trading online</li> <li>6. Banking and personal finance online</li> <li>7. On-demand delivery services</li> <li>8. Online delivery of digital products, entertainment, and media</li> <li>9. Online purchase decision aids</li> <li>10. Successful click-and-mortar strategies</li> <li>11. Problems and issues in e-tailing</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening and taking notes</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> <li>1. Summarizing the materials</li> <li>2. Giving questions</li> <li>3. Describing general materials for the next session</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard

### E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

**F. References:**

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course	: E-COMMERCE
Code	: EM 345 – 3 Credits
Estimated Time	: 1 x 3x 50 Minutes
Session	: 4

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

3. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain online consumer behavior
- b. Explain online customer service
- c. Explain online advertising

**B. Main Themes** : Consumer Behavior, Customer Service, and Advertising Online

**C. Sub-Themes** : 1. Consumer behavior online  
2. The consumer decision-making process  
3. One-to-one marketing and personalization in e-commerce  
4. Market research for e-commerce  
5. Delivering customer service in cyberspace  
6. Web advertising  
7. Web advertising methods  
8. Advertising strategies and promotions  
9. Special advertising topics  
10. Software agents in advertising applications

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> <li>1. Explaining the brief contents of e-commerce in the 4<sup>th</sup> session</li> <li>2. Explaining benefits of learning online consumer behavior, customer service, and advertising</li> <li>3. Explaining the competency of GO and CO</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> <li>1. Consumer behavior online</li> <li>2. The consumer decision-making process</li> <li>3. One-to-one marketing and personalization in e-commerce</li> <li>4. Market research for e-commerce</li> <li>5. Delivering customer service in cyberspace</li> <li>6. Web advertising</li> <li>7. Web advertising methods</li> <li>8. Advertising strategies and promotions</li> <li>9. Special advertising topics</li> <li>10. Software agents in advertising applications</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening and taking notes</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> <li>1. Summarizing the materials</li> <li>2. Giving questions</li> <li>3. Describing general materials for the next session</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard

### E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

### F. References:

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course : E-COMMERCE  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 5

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain business-to-business e-commerce
- b. Explain collaborative commerce

**B. Main Themes** : Basic Concepts of Business-to-Business and Collaborative Commerce

**C. Sub-Themes** : 1. Concepts, characteristics, and models of business-to-business (B2B) e-commerce  
2. Sell-side marketplaces  
3. Selling via auctions  
4. Buy-side marketplaces  
5. Reverse auctions of buy-side marketplaces  
6. Aggregating catalogs, group purchasing, and bartering  
7. Collaborative commerce  
8. Infrastructure, integration, and B2B agents

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
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Introduction	<ol style="list-style-type: none"> <li>1. Explaining the brief contents of e-commerce in the 5<sup>th</sup> session</li> <li>2. Explaining benefits of learning basic concepts of business-to-business and collaborative commerce</li> <li>3. Explaining the competency of GO and CO</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> <li>1. Concepts, characteristics, and models of business-to-business (B2B) e-commerce</li> <li>2. Sell-side marketplaces</li> <li>3. Selling via auctions</li> <li>4. Buy-side marketplaces</li> <li>5. Reverse auctions of buy-side marketplaces</li> <li>6. Aggregating catalogs, group purchasing, and bartering</li> <li>7. Collaborative commerce</li> <li>8. Infrastructure, integration, and B2B agents</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening and taking notes</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> <li>1. Summarizing the materials</li> <li>2. Giving questions</li> <li>3. Describing general materials for the next session</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard

**E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

**F. References:**

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course : E-COMMERCE  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 6

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the electronic exchanges
- b. Explain the integration of marketplaces and exchanges
- c. Explain the communication networks

**B. Main Themes** : Public Business-to-Business (B2B) Exchanges

**C. Sub-Themes** : 1. Overview of B2B electronic exchanges  
2. B2B portals  
3. Third-party exchanges  
4. Consortium trading exchanges  
5. Dynamic trading  
6. Building and integrating marketplaces and exchanges  
7. Managing exchanges  
8. Communication networks and extranets for B2B  
9. Implementation issues in B2B exchanges

#### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"><li>1. Explaining the brief contents of e-commerce in the 6<sup>th</sup> session</li><li>2. Explaining benefits of learning public business-to-business exchanges</li><li>3. Explaining the competency of GO and CO</li></ol>	<ol style="list-style-type: none"><li>1. Listening</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"><li>1. Overview of B2B electronic exchange</li><li>2. B2B portals</li><li>3. Third-party exchanges</li><li>4. Consortium trading exchanges</li><li>5. Dynamic trading</li><li>6. Building and integrating marketplaces and exchanges</li><li>7. Managing exchanges</li><li>8. Communication networks and extranets for B2B</li><li>9. Implementation issues in B2B exchanges</li></ol>	<ol style="list-style-type: none"><li>1. Listening and taking notes</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"><li>1. Summarizing the materials</li><li>2. Giving questions</li><li>3. Describing general materials for the next session</li></ol>	<ol style="list-style-type: none"><li>1. Listening</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard

#### E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

#### F. References:

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course : **E-COMMERCE**  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 7

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the definitions of e-government
- b. Explain intrabusiness
- c. Explain e-learning

**B. Main Themes** : E-Government, Intrabusiness,  
Customer-to-Customer (C2C), and E-Learning

**C. Sub-Themes** : 1. Intrabusiness and business-to-employee  
e-commerce  
2. Intranets  
3. Corporate portals  
4. Overview of e-government  
5. C2C e-commerce and peer-to-peer applications  
6. Online publishing and e-books  
7. E-learning and knowledge management

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
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Introduction	<ol style="list-style-type: none"> <li>1. Explaining the brief contents of e-commerce in the 7<sup>th</sup> session</li> <li>2. Explaining benefits of learning e-government, intrabusiness, customer-to-customer e-commerce, and e-learning</li> <li>3. Explaining the competency of GO and CO</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> <li>1. Intrabusiness and business-to-employee e-commerce</li> <li>2. Intranets</li> <li>3. Corporate portals</li> <li>4. Overview of e-government</li> <li>5. C2C e-commerce and peer-to-peer applications</li> <li>6. Online publishing and e-books</li> <li>7. E-learning and knowledge management</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening and taking notes</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> <li>1. Summarizing the materials</li> <li>2. Giving questions</li> <li>3. Describing general materials for the next session</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard

**E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

**F. References:**

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course : **E-COMMERCE**  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 8

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain mobile commerce
- b. Explain wireless standards and security

**B. Main Themes** : Basic Concepts of Mobile Commerce

**C. Sub-Themes** : 1. Overview and benefits of e-commerce  
2. Mobile computing infrastructure  
3. Wireless standards and security  
4. Mobile financial applications  
5. Mobile marketing applications  
6. Mobile intrabusiness applications  
7. Mobile personal service applications  
8. Location-based commerce  
9. Limitations of m-commerce  
10. Implementing m-commerce

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
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Introduction	<ol style="list-style-type: none"> <li>1. Explaining the brief contents of e-commerce in the 8<sup>th</sup> session</li> <li>2. Explaining benefits of learning basic concepts of mobile commerce</li> <li>3. Explaining the competency of GO and CO</li> </ol>	Listening Discussion	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> <li>1. Overview and benefits of e-commerce</li> <li>2. Mobile computing infrastructure</li> <li>3. Wireless standards and security</li> <li>4. Mobile financial applications</li> <li>5. Mobile marketing applications</li> <li>6. Mobile intrabusiness applications</li> <li>7. Mobile personal service applications</li> <li>8. Location-based commerce</li> <li>9. Limitations of m-commerce</li> <li>10. Implementing m-commerce</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening and taking notes</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> <li>1. Summarizing the materials</li> <li>2. Giving questions</li> <li>3. Describing general materials for the next session</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard

#### **E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

#### **F. References:**

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course : **E-COMMERCE**  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 9

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain legal issues in cyberspace
- b. Explain ethical issues in cyberspace
- c. Explain internet security

**B. Main Themes** : Law, Ethics, and Cyber Crime

**C. Sub-Themes** : 1. Legal issues versus ethical issues  
2. Privacy  
3. Intellectual property rights  
4. Free speech on the internet  
5. Cyber crime  
6. Internet security

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	1. Explaining the brief contents of e-commerce in the 9 <sup>th</sup> session 2. Explaining benefits of learning law, ethics, and	1. Listening 2. Discussion	OHT, OHP & whiteboard



	cyber crime 3. Explaining the competency of GO and CO		
Contents	1. Legal issues versus ethical issues 2. Privacy 3. Intellectual property rights 4. Free speech on the internet 5. Cyber crime 6. Internet security	1. Listening and taking notes 2. Discussion	OHT, OHP & whiteboard
Summary	1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session	1. Listening 2. Discussion	OHT, OHP & whiteboard

**E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

**F. References:**

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course : E-COMMERCE  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 10

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain electronic payments
- b. Explain order fulfillment and logistics

**B. Main Themes** : Payments and Order Fulfillment

**C. Sub-Themes** : 1. Electronic payment concepts  
2. Security for e-payments  
3. Electronic cards  
4. Other electronic payments methods  
5. E-checking  
6. Overview of order fulfillment and logistics  
7. Problems and solutions in order fulfillment

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	1. Explaining the brief contents of e-commerce in the 10 <sup>th</sup> session 2. Explaining benefits of learning payments and order	Listening Discussion	OHT, OHP & whiteboard

	fulfillment 3. Explaining the competency of GO and CO		
Contents	1. Electronic payment concepts 2. Security for e-payments 3. Electronic cards 4. Other electronic payments methods 5. E-checking 6. Overview of order fulfillment and logistics 7. Problems and solutions in order fulfillment	1. Listening and taking notes 2. Discussion	OHT, OHP & whiteboard
Summary	1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session	1. Listening 2. Discussion	OHT, OHP & whiteboard

#### **E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

#### **F. References:**

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course : **E-COMMERCE**  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 11

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain e-strategy
- b. Explain internet communities
- c. Explain global e-commerce

**B. Main Themes** : E-Strategy, Internet Communities,  
and Global E-Commerce

**C. Sub-Themes** : 1. Overview of e-commerce strategy  
2. Strategy initiation  
3. Strategy formulation  
4. Strategy implementation  
5. Strategy assessment  
6. E-commerce failures  
7. Virtual communities  
8. Going global e-commerce  
9. E-commerce in small and medium enterprises  
10. The future of e-commerce

#### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"><li>1. Explaining the brief contents of e-commerce in the 11<sup>th</sup> session</li><li>2. Explaining benefits of learning e-strategy, internet communities, and global e-commerce</li><li>3. Explaining the competency of GO and CO</li></ol>	<ol style="list-style-type: none"><li>1. Listening</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"><li>1. Overview of e-commerce strategy</li><li>2. Strategy initiation</li><li>3. Strategy formulation</li><li>4. Strategy implementation</li><li>5. Strategy assessment</li><li>6. E-commerce failures</li><li>7. Virtual communities</li><li>8. Going global e-commerce</li><li>9. E-commerce in small and medium enterprises</li><li>10. The future of e-commerce</li></ol>	<ol style="list-style-type: none"><li>1. Listening and taking notes</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"><li>1. Summarizing the materials</li><li>2. Giving questions</li><li>3. Describing general materials for the next session</li></ol>	<ol style="list-style-type: none"><li>1. Listening</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard

#### E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

#### F. References:

1. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
2. VanHoose, David D, E-Commerce Economics, Thomson Learning, 2003

## SET OF COURSE

Course : E-COMMERCE  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 12

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain basic concepts of internet marketing
- b. Explain how to run internet marketing

**B. Main Themes** : Basic Concepts of Internet Marketing

**C. Sub-Themes** : 1. Searching website  
2. Integrating traditional marketing with internet marketing  
3. Creating a domain name  
4. Optimizing search engines  
5. Creating “meta tags”  
6. Optimizing e-mail lists  
7. Developing affiliate programs  
8. Creating simple internet marketing plans

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	1. Explaining the brief contents of e-commerce in the 12 <sup>th</sup>	1. Listening 2. Discussion	OHT, OHP & whiteboard

	session 2. Explaining benefits of learning basic concepts of internet marketing 3. Explaining the competency of GO and CO		
Contents	1. Searching website 2. Integrating traditional marketing with internet marketing 3. Creating a domain name 4. Optimizing search engines 5. Creating "meta tags" 6. Optimizing e-mail lists 7. Developing affiliate programs 8. Creating simple internet marketing plans	1. Listening and taking notes 2. Discussion	OHT, OHP & whiteboard
Summary	1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session	1. Listening 2. Discussion	OHT, OHP & whiteboard

**E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

**F. References:**

1. Best, Roger J, Market-Based Management, 4<sup>th</sup> Edition, Prentice Hall, 2005
2. Newspapers, magazines, and relevant internet sources

## SET OF COURSE

Course : **E-COMMERCE**  
Code : EM 345 – 3 Credits  
Estimated Time : 1 x 3x 50 Minutes  
Session : 13

### A. Objectives :

#### 1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

#### 2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the stories of online businessman
- b. Absorb the entrepreneurship spirit of online businessman

**B. Main Themes** : The Stories of Online Businessman

**C. Sub-Themes** : 1. Biography of the online businessman  
2. Business models  
3. Constraints and problems  
4. Solution to the problems  
5. Success tips

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"><li>1. Explaining the brief contents of e-commerce in the 13<sup>th</sup> session</li><li>2. Explaining benefits of learning the stories of online businessman</li><li>3. Explaining the competency of GO and CO</li></ol>	<ol style="list-style-type: none"><li>1. Listening</li><li>2. Discussion</li></ol>	OHT, OHP & whiteboard



Contents	<ol style="list-style-type: none"> <li>1. Biography of the online businessman</li> <li>2. Business models</li> <li>3. Constraints and problems</li> <li>4. Solution to the problems</li> <li>5. Success tips</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening and taking notes</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> <li>1. Summarizing the materials</li> <li>2. Giving questions</li> <li>3. Describing general materials for the next session</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard

**E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

**F. References:**

1. Newspapers, magazines, and relevant internet sources

## SET OF COURSE

Course : **E-COMMERCE**  
 Code : EM 345 – 3 Credits  
 Estimated Time : 1 x 3x 50 Minutes  
 Session : 14

### A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the application of electronic media especially the internet for business and organizations

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Create online business plans
- b. Present online business plans professionally

**B. Main Themes** : Presentation of the online business plans

**C. Sub-Themes** : 1. Presentation of online business plans by 2 big groups of the class  
 2. Discussions  
 3. Summary of results

### D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> <li>1. Explaining the brief contents of e-commerce in the 14<sup>th</sup> session</li> <li>2. Explaining benefits of presentation</li> <li>3. Explaining the competency of GO and CO</li> </ol>	<ol style="list-style-type: none"> <li>1. Listening</li> <li>2. Discussion</li> </ol>	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> <li>1. Presentation of online business plans by 2 big groups of the class</li> </ol>	<ol style="list-style-type: none"> <li>1. Presenting paper</li> <li>2. Listening and taking notes</li> </ol>	OHT, OHP & whiteboard

	2. Discussions 3. Summary of results	3. Class discussion	
Summary	1. Summarizing the materials 2. Giving questions	1. Listening 2. Discussion	OHT, OHP & whiteboard

**E. Evaluation:**

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

**F. References:**

2. Turban, Efraim & David King, Introduction to E-Commerce, International Edition, Prentice Hall, 2003
3. Newspapers, magazines, and relevant internet sources