

Southeast Missouri State University

Department of Management

Course No. MG449

Title of Course: Electronic Commerce

Spring 2000

I. Catalog Description and Credit Hours of Course:

Use of computer networks to conduct commercial activities of buying, selling, and/or exchanging of products, services, and information. Topics include electronic commerce (EC) tools, strategy and implementation. (3)

II. Prerequisite(s): MG375 Management Information Systems with a minimum grade of "C"

III. Purposes or Objectives of the Course:

Upon completion of this courses the student should be able to:

- A. Understand the general structure of the Internet supporting EC.
- B. Learn hardware requirements of typical Web server software packages, specific web server software and advanced Web server tools.
- C. Understand security threats and countermeasures to EC and protecting EC channels.
- D. Learn the electronic cash system, different methods to collect payments from customers.
- E. Describe the strategy planning process for EC and explain the steps in EC implementation.

IV. Expectation of Students:

- A. Students are expected to be fully participate in class discussions involving assigned readings, lectures and other activities such as individual and team projects and other class assignments.
- B. Students are expected to behave in an academically honest manner to preserve the integrity of the classroom and the learning environment.
- C. Students are expected to be familiar with the contents of the class outline and other instructions provided by the instructor.

V. Course Content or Outline:

- A. Introduction to Electronic Commerce (6)
 - 1. Traditional commerce vs. Electronic commerce
 - 2. The major components of the EC framework
- B. Retailing in Electronic Commerce (3)

1. Defining the factors that determine the business models of electronic marketing
 2. Identifying the typical products that sell well in the electronic market
 3. Identifying the consumer's shopping procedure on the Internet
- C. Internet Consumers and Market Research (3)
1. The essentials of consumer behavior in electronic markets
 2. The process of consumer purchasing decision making
- D. Advertisement in Electronic Commerce (6)
1. Types and Characteristics of Web advertisements
 2. Web advertisement strategies
 3. Measuring the success of Web advertisement
- E. Electronic Commerce in Service Industries (3)
1. Cyberbanking, its drivers, and capabilities
 2. Implementation issues of online financial services
 3. Electronic auctions, their benefits, implementation, and impacts
- F. Business- to-Business Electronic Commerce (3)
1. The characteristics of the supplier-oriented, the buyer-oriented, the intermediary-oriented market places
 2. Characteristics of traditional EDI vs. Electronic EDI
 3. Key technologies for Business- to-Business Electronic Commerce
- G. Intranet and Extranet (6)
1. The relationships among the Internet, intranet, and extranet
 2. The roles of firewalls for intranets and extranets.
 3. The key elements, functions, applications of intranets and extranets
- H. Electronic Payment Systems (EPS) (3)
1. The typical EPS
 2. The security schemes of EPS
 3. The players and procedures of the electronic credit card system on the Internet
- I. EC Strategy and Implementation (3)
1. Strategy planning process for EC
 2. The steps and issues involved in EC implementation
- J. Infrastructure for EC (6)
1. Protocols underlying Internet client/server applications
 2. The functions and structures of Web browsers and servers
 3. Web page development
- K. Economics, Global, and Other issues in EC (3)
1. The major impacts of Web-based economics
 2. The major components of Web-based economics
 3. The role and impacts of virtual communities
- VI. Textbook(s) and/or Other Required Materials or Equipment:

- A. Textbook: E. Turban, J. Lee, D. King, and H. M. Chung, *Electronic Commerce: A Managerial Perspective*, Prentice Hall, Upper Saddle River, NJ, 2000.
- B. Supplemental Textbook: G. P. Schneider and J. T. Perry, *Electronic Commerce*, Course Technology, Cambridge, MA, 2000.
- C. Periodicals
 - 1. *Decision Support Systems and Electronic Commerce*
 - 2. *International Journal of Electronic Commerce*

VII. Basis for Student Evaluation:

- A. Quality of participation in class
- B. Performance on examinations, pop quizzes, in-class assignments
- C. The quality of a research paper/project and its presentation in class
- D. The quality of homework, computer lab assignment