



# E1 Electronic Commerce





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# About this course manual

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## How this course manual is structured

### The course overview

The course overview gives you a general introduction to the course. Information contained in the course overview will help you determine:

- If the course is suitable for you
- What you will already need to know
- What you can expect from the course
- How much time you will need to invest to complete the course.

The overview also provides guidance on:

- Study skills
- Where to get help
- Course assignments and assessments
- Activity icons
- Modules.

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We strongly recommend that you read the overview *carefully* before starting your study.

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### The course content

The course consists of six modules. Each module comprises:

- An introduction to the module content
- Module outcomes
- New terminology, as applicable
- Core content of the unit with a variety of learning activities
- A module summary
- Assignments and/or assessments, as applicable.

### Resources

For those interested in learning more on this subject, we provide you with a list of additional resources at the end of this course; these may be books, articles or websites.



## Your comments

After completing Electronic Commerce, we would appreciate it if you would take a few moments to give us your feedback on any aspect of this course. Your feedback might include comments on:

- Course content and structure
- Course reading materials and resources
- Course assignments
- Course assessments
- Course duration
- Course support (assigned tutors, technical help, and so on)

Your constructive feedback will help us to improve and enhance this course.

## Course overview

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### Welcome to Electronic Commerce

This course is designed to give you a contemporary worldview of electronic commerce (e-commerce) usage and its application to business.

During the course you will explore the development and application of e-commerce to the business context, including consideration the infrastructure frameworks required to implement e-commerce applications. The course also looks at:

- B2B applications
- business models that can be utilized in the commerce
- the ethical and legal issues involved in e-commerce applications
- the impact that the Internet has had on business
- the importance and relevance of customer relationship management and value chain management
- the marketing applications of e-commerce.

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### Electronic Commerce — is this course for you?

This is an elective course in the CEMBA and CEMPA programmes. This course is intended for students who need a thorough grounding in e-commerce in order to be effective and successful managers.



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## Course outcomes



### Outcomes

Upon completion of Electronic Commerce, you will be able to:

- *discuss* current and emerging issues of managing e-commerce in modern businesses.
- *describe* the ICT infrastructure and frameworks required to plan and implement e-commerce applications.
- *describe* the business models used in e-commerce applications.
- *discuss* the legal and ethical issues involved in the management of e-commerce.
- *discuss* the marketing strategies involved in e-commerce.
- *apply* e-commerce in your business.

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## Timeframe



### How long?

Each module has been designed to take about 20 hours, so to complete the whole course the students will need about 120 hours.

This course emphasises both theories and applications that will help students to understand and analyse various aspects of the e-commerce. Students will find that case studies play an important part in this course. The practice exercise at the end of each unit takes the form of a case study in which they can practise the skills they have learned. Each module takes about two to four weeks to finish and the whole course takes approximately 18 weeks to complete.

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## Study skills



### Study Skills

As an adult learner your approach to learning will be different to that from your school days: you will choose what you want to study, you will have professional and/or personal motivation for doing so and you will most likely be fitting your study activities around other professional or domestic responsibilities.

Essentially you will be taking control of your learning environment. As a consequence, you will need to consider performance issues related to time management, goal setting, stress management, etc. Perhaps you will also need to reacquaint yourself in areas such as essay planning, coping with exams and using the Web as a learning resource.

Your most significant considerations will be time and space i.e. the time you dedicate to your learning and the environment in which you engage in that learning.

We recommend that you take time now — before starting your self-study — to familiarise yourself with these issues. There are a number of excellent resources on the Web. A few suggested links are:

- <http://www.how-to-study.com/>

The “How to study” website is dedicated to study skills resources. You will find links to study preparation (a list of nine essentials for a good study place), taking notes, strategies for reading text books, using reference sources, test anxiety.

- <http://www.ucc.vt.edu/stdysk/stdyhlp.html>

This is the website of the Virginia Tech, Division of Student Affairs. You will find links to time scheduling (including a “where does time go?” link), a study skill checklist, basic concentration techniques, control of the study environment, note taking, how to read essays for analysis, memory skills (“remembering”).

- <http://www.howtostudy.org/resources.php>

Another “How to study” website with useful links to time management, efficient reading, questioning/listening/observing skills, getting the most out of doing (“hands-on” learning), memory building, tips for staying motivated, developing a learning plan.

The above links are our suggestions to start you on your way. At the time of writing these Web links were active. If you want to look for more go to [www.google.com](http://www.google.com) and type “self-study basics”, “self-study tips”, “self-study skills” or similar.



## Need help?



### Help

Is there a course website address?

What is the course instructor's name? Where can s/he be located (office location and hours, telephone/fax number, email address)?

Is there a teaching assistant for routine enquiries? Where can s/he be located (office location and hours, telephone/fax number, email address)?

Is there a librarian/research assistant available? Where can s/he be located (office location and hours, telephone/fax number, email address)?

Is there a learners' resource centre? Where is it located? What are the opening hours, telephone number, who is the resource centre manager, what is the manager's email address)?

Who do learners contact for technical issues (computer problems, website access, etc.)

## Assessment



### Assessment

Assessment of this course consists of two in-course assessments (tutor marked) and a final exam. The weighting is as follows:

Assessment 1	20%
Assessment 2	20%
Final exam	60%
<b>Total</b>	<b>100%</b>

Due dates for the assessments and details about the final exam, can be found in your institutional manual.


















# Getting around this course manual

## Margin icons

While working through this COURSE MANUAL you will notice the frequent use of margin icons. These icons serve to “signpost” a particular piece of text, a new task or change in activity; they have been included to help you to find your way around this COURSE MANUAL.

A complete icon set is shown below. We suggest that you familiarise yourself with the icons and their meaning before starting your study.

			
Activity	Assessment	Assignment	Case study
			
Discussion	Group activity	Help	Note it!
			
Outcomes	Reading	Reflection	Study skills
			
Summary	Terminology	Time	Tip