Course Name : E- Commerce

Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
CMP 131	B	Fall	3.00	0.00	1.00	3.50	5.00

Lecturer	Servet Gura, PhD
Assistant	Elda Dollija, PhD
Course language	Albanian
Course level	Bachelor
Description	The "e-commerce" course aims to provide knowledge about the new trend of doing business and e-commerce. The course aims to bring the students closer to the new models of business and e-commerce by acknowledging their constituent elements, the factors that affect them, infrastructure, the legal and ethical framework of operating, privacy and security issues, and elements of ICT. The course also introduces students to the different models of online business and commerce, opportunities and challenges, online shopping, Digital Marketing and customer Relationship Management
Objectives	To explain the meaning and importance of e-business To explain the main models of e-business To explain how external and internal factors affect e-business plans and practices To explain e-business issues related to ethics, law and society To explain Issues related to data security and privacy To explain how the Internet has improved communication in today's world To explain how the Internet has affected business relationships with customers, To understand Digital Marketing and Costumer Relationship Management
Core Concepts	e-Business; e-Commerce; business models (B2B; B2C; C2C); internet; website; online sales, online purchases; electronic payment; online ethics; online privacy; online security; digital marketing; Customer Relationship Management;

Course Outline

Week	Topic
1	Chapter 1: Introduction to electronic commerce (part one) After completing this chapter, the students should be able to define the meaning and scope of digital business and the difference between digital business and e-commerce, explain the development and growth of electronic commerce, the different waves of e-commerce, explain e-Business Models, Revenue Models, and e-Business Processes. (Schneider, 2017, pg. 3-21)
2	Chapter 1: Introduction to electronic commerce (part two) The students will continue with the chapter through discovering the electronic commerce: Opportunities, Barriers, and Concerns: Strategic Business Unit Value Chains, Industry Value Chains, SWOT Analysis: Evaluating Business Unit Opportunities, International Nature of Electronic Commerce. (Schneider, 2017, pg. 21-56)
3	Chapter 3: Selling on the Web (part one) After completing this chapter the students should be able to: Complete an online marketplace analysis to assess various Revenue Models for Online Business: Web Catalog Revenue Models; Fee-for-Content Revenue Models; Advertising as a Revenue Model Element; Fee-for-Transaction Revenue Models; Fee-for-Service Revenue Models; Free for Many, Fee for a Few; Revenue Models in Transition; Revenue Strategy Issues for Online Businesses; (Schneider, 2017, pg. 109-139)
4	Chapter 3: Selling on the Web (part two) After completing this chapter the students should be able to design an Effective Business Presence Online through Identifying Web Presence Goals, Web Site Usability, Meeting the Needs of Web Site Visitors, Trust and Loyalty, Usability Testing, Customer-Centric Web Site Design, Using the Web to Connect with Customers (Schneider, 2017, pg. 139-160)

5	Chapter 4: Marketing on the Web After completing this chapter the students should be able to design Web Marketing Strategies through: the four Ps of Marketing, Product-Based and Costumer-based Marketing Strategies, Market Segmentation on the Web, Advertising on the Web, e-Mail Marketing, Technology-Enabled Customer Relationship Management, Creating and Maintaining Brands on the Web, Search Engine Positioning and Domain Names. (Schneider, 2017, pg. 161-214)
6	Chapter 5: Business-to-Business Activities: Improving Efficiency and Reducing Costs After completing this chapter the students should be able to assess Purchasing, Logistics, and Business Support Processes, Electronic Data Interchange, Supply Chain Management Using Internet Technologies, Online Business Marketplaces and Networks (Schneider, 2017, pg. 215-256).
7	Chapter 6: Social Networking, Mobile Commerce, and Online Auctions After completing this chapter the students should be able to understand the passage from Virtual Communities to Social Networks: business uses of Social Networking, Revenue Models for Social Networking Sites, Mobile Commerce, Online Auctions (Schneider, 2017, pg. 257-298).
8	Midterm
9	Chapter 7: The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues (part one) Through this chapter the students will get knowledge about the legal environment of e-Commerce: Borders and Jurisdiction, jurisdiction on the Internet, conflict of laws, contracting and contract enforcement in e-Commerce; use and protection of Intellectual Property in Online Business: Copyright Issues; Patent Issues; Trademark Issues; Domain Names and Intellectual Property Issues; Protecting Intellectual Property Online; Online Crime, Terrorism, and Warfare (Schneider, 2017, pg. 299-327).
10	Chapter 7: The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues (part two) Through this chapter the students will get knowledge about the ethics and online business practices, privacy rights and obligations, taxation and electronic commerce, import tariffs, European Union Value Added Taxes (Schneider, 2017, pg. 328-354).
11	Chapter 10: Electronic Commerce security (part one) Through this chapter the students will get knowledge about: Online Security Issues Overview, Computer Security and Risk Management, Elements of Computer Security, Security for Client Devices, Cookies and Web Bugs, Viruses, Worms, and Antivirus Software, (Schneider, 2017, pg. 423-443).
12	Chapter 10: Electronic Commerce security (part two) Through this chapter the students will get knowledge about: Communication Channel Security, Secrecy Threats, Integrity Threats, Encryption Solutions, Encryption in Web Browsers, Security for Server Computers, Organizations That Promote Computer Security (Schneider, 2017, pg. 443-469).
13	Chapter 11: Payment Systems for Electronic Commerce (part one) Through this chapter the students will get knowledge about: Electronic Bill Presentment and Payment Systems, Micropayments and Small Payments, Advantages and Disadvantages of Payment Cards, Digital Cash, Digital Wallets (Schneider, 2017, pg. 473-489).
14	Chapter 11: Payment Systems for Electronic Commerce (part two) Through this chapter the students will get knowledge about: Software-Based and Hardware-Based Digital Wallets, Internet Technologies and the Banking Industry, Check Processing, Mobile Banking, Payment System Threats: Phishing and Identity Theft (Schneider, 2017, pg. 489-504).
15	Repetition and Presentation of Projects
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Elda Dollija – cikël leksionesh "E-business dhe e-commerce", 2020
References	• E-commerce 2017 (2017). Kenneth c. Laudon, Carol Guercio Traver (13th edition). Prentice hall, 978-1-292-21168-8 • "Digital business and E-Commerce Management", Dave Chaffey, Tanya Hemphill, David Edmundson - Bird 2019

Course Outcome

1	Students should be able to state the meaning and importance of the terms e-business and e-commerce; the advantages and disadvantages of operating a business over the Internet
2	Students should be able to distinguish between different e-business and e-commerce models according to how they generate revenues
3	Students should be able to explain issues related to ethics, law, security and online privacy
4	Students should be able to identify new ways of doing business and marketing by increasing effectiveness, efficiency, and reducing costs.
5	Students should be able to design a website using costumer-based marketing strategy
6	Students will learn more about new online payment methods

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	1	20
Projects	0	0
Term Projects	0	0
Laboratory	0	0
Class Participation	1	10
Total in-term evaluation percent		**60**
Final exam percent		**40**
Total		**100**

ECTS Workload (Based on Student Workload)

Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	4	64
Study hours outside the classroom (Preparation, Practice, etc.)	14	1	14
Duties	0	0	0
Midterms	1	15	15
Final Exam	1	20	20
Other	1	12	12
Total Work Load			**125**
Total Work Load / 25 (hours)			**5.00**
ECTS			**5.00**