Course Name : e-Commerce							
Course Code	**Course Type**	**Regular Semester**	**Lecture (hours/week)**	**Seminar (hours/week)**	**Lab. (hours/week)**	**Credits**	**ECTS**
EMS 215	B	Fall	3.00	1.00	0.00	3.50	5.00

Lecturer	Elda Dollija, PhD
Assistant	
Course language	English
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 them with their constituent elements, the factors that affect them, infrastructure, legal and ethical framework of operating, privacy and security issues and elements of ICT. The course also introduces students to the model of online communication and online shopping, Digital Marketing and Costumer 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, understand Digital Marketing and Costumer Relationship Management
Core Concepts	E-Business; E-Commerce; Business to Business (B2B); Business to Consumer (B2C); Consumer to Consumer (C2C); Consumer to Business (C2B); Government to Business (G2B); Business to Government (B2G); Government to Consumer (G2C); online Ethics , Online Privacy; CRM, e-CRM, Digital Marketing.

Course Outline

Week	Topic
1	Chapter 1: Introduction to digital business and e-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. The students will get insight into some definitions of: e-commerce; digital business; Intranets and extranets; digital marketing; social network; e-government. (pg. 3-28)
2	Chapter 1: Introduction to digital business and e-commerce (part two) The students will continue with the chapter through discovering the Digital business opportunities (Drivers of digital technology adoption; Cost/efficiency drivers; Competitiveness drivers) and Risks and Barriers to consumer Internet adoption (Evaluating an organization’s digital business capabilities. (pg. 28-40)
3	Chapter 2: Opportunity analysis for e-commerce After completing this chapter the students should be able to: Complete an online marketplace analysis to assess competitor, customer and intermediary use of digital technologies and media as part of strategy development; Identify the main business and marketplace models for digital communications and trading; Evaluate the effectiveness of business and revenue models for online businesses, particularly digital start-up businesses. (pg. 41-76)
4	Chapter 3: Managing digital business infrastructure After completing this chapter the students should be able to: - Outline the range of digital technologies used to build a digital business infrastructure within an organization and with its partners; - Review the management actions needed to maintain service quality for users of digital platforms (pg. 77 - 125)

5	Chapter 4: E-environment (part one) After completing this chapter the students should be able to Identify the different elements of an organization’s macro-environment that impact on an organization’s digital business and digital marketing strategy: Privacy and trust in e-commerce; Data protection; Advertising on the Internet; Protecting intellectual property; Email risks. (pg. 127-154)
6	Chapter 4: E-environment (part two) After completing this chapter the students should be able to assess the role of macro-economic factors such as economics, governmental digital business policies, taxation and legal constraints (154-174).
7	Review
8	Mid-term
9	Chapter 5: Digital business strategy (part one) After completing this chapter the students should be able to follow an appropriate strategy process model for digital business: define digital business strategy; Strategic analysis of the Resources and processes; Competitive environment analysis, Assessing competitive threats; defining Strategic objectives (pg. 177-217).
10	Chapter 5: Digital business strategy (part two) After completing this chapter the students should be able to Outline alternative strategic approaches to achieve digital business: Digital business channel priorities; Market and product development strategies; Positioning and differentiation strategies; Business, service and revenue models; Marketplace restructuring; Supply chain management capabilities; Internal knowledge management capabilities; Organizational resources and capabilities (pg. 217-247).
11	Chapter 8: Digital marketing (part 1) After completing this chapter the students should be able to idefine digital marketing, design the digital marketing planning, conduct situation analysis (qualitative customer demand analysis, competitor analysis, and Intermediary or influencer analysis (pg. 323-350).
12	Chapter 8: Digital marketing (part 2) After completing this chapter the students should be able to define Target market strategies, Content strategy, Focus on Characteristics of digital media communications, Interactivity, Intelligence, Individualisation, Integration, Industry restructuring, Independence of location, Tactics, Product, Focus on Online branding (pg. 350- 386).
13	Chapter 9: Customer relationship management (part 1)After completing this chapter the students should be able to define Marketing applications of CRM; What is e-CRM; Benefits of e-CRM; Customer engagement strategy; Customer profiling; The online buying process; Customer acquisition management; Marketing communications for customer; The characteristics of interactive marketing communications; Focus on Social media and social CRM strategy (pg. 387 - 435).
14	Chapter 9: Customer relationship management (part 2) After completing this chapter the students should be able to Focus on Excelling in e-commerce service quality; Improving online service quality (Reliability; Responsiveness; Tangibles; Assurance; Empathy); Customer extension; Technology solutions for CRM; Types of CRM applications; Data quality (pg. 443- 465).
15	Review
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• “Digital business and E-Commerce Management”, Dave Chaffey, Tanya Hemphill, David Edmundson - Bird 2019
References	• E-commerce 2017 (2017). Kenneth c. Laudon, Carol Guercio Traver (13th edition). Prentice hall

Course Outcome

1	Students will be able to explain the meaning and importance of the terms e-business and e-commerce; the advantages and disadvantages of operating a business via the Internet
2	Students will be able to distinguish the different models of e-business and e-commerce
3	Students will be able to explain issues related to ethics, security and privacy online.
4	Students will be able to explain how external and internal factors influence e-business and e-commerce plans and practices.
5	Students will be able to explain how the Internet has improved communication in today's online world
6	Students will be able to explain how Digital Marketing and CRM and e-CRM have affected Digital Businesses.

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	1	20
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	1	8	8
Midterms	1	16	16
Final Exam	1	23	23
Other	0	0	0
Total Work Load			**125**
Total Work Load / 25 (hours)			**5.00**
ECTS			**5.00**