UNIVERSITY OF SCIENCE
FACULTY OF INFORMATION TECHNOLOGY

COURSE SYLLABUS

CTT224: ELECTRONIC COMMERCE

Term: **02 / 2013-2014**

INSTRUCTOR INFORMATION

Instructor: LE THI NHAN

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Phone:

Office hours: Thursday, 14:00 ~ 17:00

COURSE INFORMATION

Credits: 4

Pre-requisites:

Classroom: I41 and I44

COURSE OBJECTIVES

On successful completion of this course, students will be able to:

- To understand technologies applied to the development of Electronic Commerce (EC)
- To understand the underlying theories of EC, the real situation of EC in Vietnam and over the world as well

This course is intended to prepare students skills in order to

- To select suitable business models and techniques for developing an EC system
- To apply the modern web technologies to build a web application
- To gain a lot of group working and presentation experiences

COURSE DESCRIPTION

The course briefly looks at topics such as fundamentals of EC, online business models, EC infrastructures and softwares, electronic payments, internet marketing and advertising strategies, and web technologies.

COURSE MATERIALS

Textbook

[1]. Efraim Turban, David King, Dennis Viehland and Jae Lee, Electronic Commerce 2012: Managerial and Social Networks Perspectives (7th Edition), Pearson Prentice,

[2]. Gary Schneider, Electronic Commerce, 9th Edition, Course Technology, CENGAGE Learning, 2010.

Reference book

[1]. David Whiteley, e-Commerce – Strategy, Technologies and Applications, McGraw-Hill, 2000.

Software

[1]. Microsoft Visual Studio

[2]. Microsoft SQL Server

Course website

[1].

COURSE TOPICS

- **Chapter 1** : Overview of EC

  1.1 Introduction to EC
  1.2 Definitions and concepts
  1.3 Framework for EC
  1.4 EC organizations
  1.5 Classification of EC
  1.6 An example of EC system
  1.7 History of EC
  1.8 Benefits and limitations of EC
  1.9 EC in Vietnam

- **Chapter 2** : Electronic marketplaces

2.1 Definitions
2.2 Marketplace components
2.3 Types of e-marketplaces
- B2C e-marketplaces
  - Electronic storefronts
  - Electronic malls
- B2B e-marketplaces
  - Private e-marketplaces
  - Public e-marketplaces

2.4 Intermediation in EC
2.5 Market mechanisms

- **Chapter 3** : EC business models

3.1 Definition and struture
- Business models
- Revenue models
- Value proposition

3.2 Business models in B2C
- Transaction fee model
- Subscription model
- Advertisment model
- Affiliate model
- Sales model

3.3 Business models in B2B
- Activities in B2B
- Sell-side model
- Buy-side model
- Electronic exchange model
- Collaborative commerce model

- **Chapter 4 :** Techniques for Marketing and Advertisement

4.1 Introduction
4.2 Consumer behavior
- Purchasing decision support model

4.3 Techniques for one-to-one marketing
- Personalization
- Collaborative filtering
- Loyalty
- Trust

4.4 Internet marketing in B2C
3.4 Internet marketing in B2B
3.5 Techniques for web advertising
- Why internet advertising
- Advertising methods
- Advertising strategies

- **Chapter 5** : EC softwares

5.1 Introduction
5.2 Simple EC softwares
- Catalog
- Shopping cart
- Transaction processing
- Other softwares

5.3 Suite softwares
- For small business
- For medium business
- For large business

- **Chapter 6** : Infrastructure

6.1 Internet
6.2 World Wide Web
6.3 Internet2
6.4 Web2 and web semantic
6.5 EDI
- Introduction
- A brief history of EDI
- The architecture of EDI
- EDI mechanisms

6.6 VAN

- **Chapter 7** : EC security

7.1 Introduction
7.2 Current security issues
- Authentication
- Authorization
- Auditing
- Confidentiality (privacy)
- Integrity
- Availability
- Nonrepudiation

7.3 Types of attacks
7.4 Types of threats
- At client
- At server
- At network environment

7.5 Security policies
- Digital certification
- Encryption
- SSL protocol
- Digital signature
- Firewall

- **Chapter 8** : Electronic payment systems

8.1 Introduction
- Payment systems
- Properties of payment methods
- Examples of payment system

8.2 Payment system taxonomy
- Electronic check
- Credit cards
- Electronic money
- Electronic fund transfer

8.3 Electronic payment systems
- Visa/Master
- Mondex
- CyberCash

COURSE REQUIREMENTS

Homework assignments During the term, weekly assignments will be assigned and must be submitted by their due date. Late assignments will not be accepted.

Examinations Each student will be responsible for completing a mid-term and a final examination. No makeup examinations will be given.

Quizzes Brief ten (10) minute announced multiple-choice quizzes will be given at the end of a class on any topics, in any lecture covered or any reading material assigned. Missed quizzes cannot be made up.

Projects There is one (1) project in this course. Students are responsible for completing a written report and oral presentation of the project.

Activities Students are required to attend and involve all of activities in the class.

COURSE GRADING

Course Item	Percent of Final Grade
Homework assignments	10%
Quizzes (Activities)	10%
Projects	30%
Mid-term examination	20%
Final examination	30%

RELATIONSHIP OF COURSE TO ABET CRITERIA

ABET Criteria	Level of Emphasis Course (Not Applicable, Low, Medium, High)
a. An ability to apply knowledge of computing and mathematics appropriate to the discipline	Low
b. An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution	High
c. An ability to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs	High
d. An ability to function effectively on teams to accomplish a common goal	High

e. An understanding of professional, ethical, legal, security and social issues and responsibilities	Medium
f. An ability to communicate effectively with a range of audiences	High
g. An ability to analyze the local and global impact of computing on individuals, organizations, and society	Low
h. Recognition of the need for and an ability to engage in continuing professional development	Medium
i. An ability to use current techniques, skills, and tools necessary for computing practice	High
j. An ability to apply mathematical foundations, algorithmic principles, and computer science theory in the modeling and design of computer-based systems in a way that demonstrates comprehension of the tradeoffs involved in design choices	Low
k. An ability to apply design and development principles in the construction of software systems of varying complexity	High

PROFESSIONALISM AND ETHICS

Mobile phones, etc. must be silenced during all classroom lectures. Those not heeding this rule will be asked to leave the classroom immediately so as to not disrupt the learning environment.

Course assignments and tests are designed to have educational value; the process of preparing for and completing these exercises will help improve your skills and knowledge. Material presented to satisfy course requirements is therefore expected to be the result of your own original scholarly efforts.

Plagiarism and cheating - presenting another's ideas, arguments, words or images as your own, using unauthorized material, or giving or accepting unauthorized help on assignments or tests - contradict the educational value of these exercises.

Plagiarism and cheating of any kind on an examination, quiz, or assignment will result at least in an "0" (zero) for that assignment (and may, depending on the severity of the case, lead to an "0" for the entire course) and may be subject to appropriate referral to the Management Board of CLC for further action.

I will assume for this course that you will adhere to the academic creed of this program and will maintain the highest standards of academic integrity. In other words, don't cheat by giving answers to others or taking them from anyone else. I will also adhere to the highest standards of

academic integrity, so please do not ask me to change (or expect me to change) your grade illegitimately or to bend or break rules for one person that will not apply to everyone.

POLICIES

Class Attendance and Participation

- Regular class attendance is strongly advised and is necessary for students to fully grasp many of the course concepts.
- Please be on time to class.
- If you miss a class session, it will be your responsibility to find out the materials that were covered.
- Students in attendance are expected to be active participants in the course. This participation includes: contributing to class discussions, providing insight into the class discussion topics, raising questions, and relating class material to personal experiences and other course topics.

Computer Usage

Moodle and e-mail will be used to communicate with students and disseminate materials and assignments throughout the course. So, students should check Moodle and their e-mail at least once per day.

When sending e-mail to the instructor, please begin the "Subject:" of the message with the following: [CLC]<*space*>

COURSE SCHEDULE

(Includes course topics, relevant readings, homework assignments, project tasks, and examination)

Week	Date	Topic	Relevant Reading	Homework/Task
1	11~12/01/2016	Overview of EC	Chapter 01	
2	18~19/01/2016	Mechanism and Business Model	Chapter 01	
3	25~26/01/2016	Infrastructure	Chapter 01 and Chapter 02	
4	22~23/02/2016	B2C	Chapter 03	
5	29/02~01/03/2016	B2B	Chapter 04	
6	07~08/03/2016	Innovative EC	Chapter 05, Chapter 06, Chapter 07	
7	14~15/03/2016	Marketing Advertising	Chapter 08	
8	21~22/03/2016	EC Software	Chapter 02	
9	28~29/03/2016	Electronic payment systems	Chapter 10	
10	04~05/04/2016	EC Security	Chapter 09	
11	11~12/04/2016	Other issues	Chapter 15	