ELECTRONIC COMMERCE
Course Syllabus

1. **General Information**

   Course name: E-Commerce

   Course code: MAR

   Number of credits: 2

   Faculty: Marketing Department

   Instructors:

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2. **Objectives**

   This module focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts. It covers E-commerce technology infrastructure, business concepts, social issues and real world experiences.

3. **Abstract**

   This course provides the students with an overview of the basic principles of electronic commerce and the related concepts, which are reflected in current environment of the global economy. In the course, the student will develop a deeper understanding of the critical attributes of a successful participant in today's ever-changing markets. During this course the student will utilize fundamental concepts learned in marketing classes, integrated with computer skills to create an online business. Included in the content of this course will are current issues related to the electronic commerce issues. Ethical, legal and environmental issues will also be explored.

4. **Teaching and learning methods**

   Lectures: 24h

   In class discussion & practice: 6h

5. **Prerequisites**

   Principles of marketing; Business Information Systems

6. **Learning Outcomes**

Upon successfully completing this course, a student will be able to do the following:

1. Understand the e-commerce and its technological aspects
2. Describe the main e-commerce applications (E-retailing and B2B e-commerce and E-government)
3. Describe the common electronic payment systems
4. Understand of the impact of three uncontrollable environmental factors (culture, legal and ethical) on ecommerce
5. Understand how e-commerce has revolutionized supply chain management

6. **Assessment Criteria**

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass The student can:
1.Understand the e-commerce and its technological aspects	- Describe the definition and history of e-commerce - Explain the benefits and limitations of e-Commerce - Produce a generic framework for e-commerce - Explain e-commerce mechanisms - Produce a generic framework for e-commerce - Describe infrastructure of E-commerce development: business environment, networks, mechanisms, platforms
2.Describe the main e-commerce applications (B2C and B2B e-commerce and E-Government)	- Describe the definition and characteristics of B2C Electronic Retailing - Describe E-Retailing model and key success factors - Describe some products and services in B2C E-Commerce - Discuss the online employment market, including its participants and benefits - Describe the impact of e-tailing on retail competition - Describe disintermediation and other B2C strategic issues. - Describe the concept and characteristics of B2B E-Commerce - Describe the major types of B2B models - Describe characteristics of the sell-side marketplace - Describe sell-side intermediaries

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass The student can:
	- Describe the characteristics of the buy-side marketplace - Describe how B2B can benefit from social networking and Web 2.0 - Describe E-Government and G2B exchanges
3.Describe the common electronic payment systems	- Understand the need of Electronic payment system - Describe the situations where micropayments are used and alternative ways to handle these situations - Discuss the different payment cards used online and processing methods - Discuss the different categories and potential uses of smart cards - Describe micropayments online - Understand the major types and methods of mobile payments - Describe payment methods in B2B E-Commerce
4.Understand of the impact of three uncontrollable environmental factors (culture and legal, ethical) on ecommerce	- Understand the foundations for ethical issues in E-Commerce - Describe intellectual property law and understand its adjudication - Explain privacy and free speech issues and their challenges - Describe E-Commerce-related societal issues
5.Understand how e-commerce has revolutionized supply chain management	- Define E-Commerce order fulfillment and describe the EC order fulfillment process - Describe the major problems of E-Commerce order fulfillment - Describe various solutions to E-Commerce order fulfillment problems - Describe RFID supply chain applications

7. Outlines

Chapter 1. Overview of Electronic Commerce

1.1 E-Commerce: definitions and concepts

1.2 E-Commerce framework, classification and content lesson

1.3 Benefits of E-Commerce

10.4 Providing e-commerce support services

8. Required Textbooks

Turban, Efraim; King, David. (2015*). Electronic Commerce: A Managerial and Social Networks Perspective 8th Edition.* Springer

Suggested Textbooks

Kenneth C. Laudon; Carol Guercio Traver. *E-Commerce 2020-2021: Business, Technology and Society, Global Edition, 16th Edition*. Pearson

9. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	**Chapter 1. Overview of Electronic Commerce** **Chapter 9. E-Commerce: Regulatory, Ethical, and Social Environment**	• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria • E-Commerce: Definitions and Concepts • Drivers and Benefits of E-Commerce • E-Commerce 2.0: From Social Commerce to Virtual Worlds • E-Commerce Business Models • The Limitations, Impacts, and the Future of E-Commerce • Ethical Challenges and Guidelines • Intellectual Property Law and Copyright Infringement • Privacy Rights, Protection, and Free Speech <u>*Suggested Activity:*</u> Discuss " E-Commerce in Vietnamese market"	Before class: Reading the course's syllabus Reading Chapter1, *Overview of Electronic Commerce,* pp. 3-11;1-24, 33-34 Reading Chapter 15 *E-Commerce: Regulatory, Ethical, and Social Environments,* pp 693-702
2	**Chapter 9. E-Commerce: Regulatory, Ethical, and Social Environment (cont.)**	• Consumer and Seller Protection from Online Fraud • Societal Issues • Business environment • Business activities and value in virtual worlds	Before class: Formulating the students' groups for the group assignment Reading Chapter 15 *E-Commerce: Regulatory,*

Slot	Main contents	Specific contents and activities	Student's tasks
	Chapter 2. Infrastructure of electronic commerce development	• Network for E-commerce • E-commerce mechanisms: Webstores, Electronic Malls, and Portals • E-commerce platforms Electronic catalogs, e-auctions & online negotiating • The roles and value of intermediaries in e-marketplaces _Suggested Activity:_ - Discuss the value of a virtual world as an EC environment. Why does it attract users? Why does it attract companies? - How do business-oriented networks differ from regular social networks such as Facebook?	_Ethical, and Social Environments,_ pp 709-712, 715-716 Reading Chapter 2 _E-Commerce: Mechanisms, Platforms, and Tools_ pp 54-72; 61-63; 67-75
3	**Chapter 3. Retailing in Electronic Commerce**	• Definition and characteristics, market size of e-tailing • E-tailing business models • Employment and the online job market . • Online real estate, insurance, and stock trading _Suggested Activity:_ Discussing about managerial issues: What are the limitations of e-tailing? How will intermediaries act in cyberspace?	Before class: Reading Chapter 3 _Retailing in Electronic Commerce: Products and Services_ pp 106-113 After class: Reading case study _Amazon.com the king of e-tailing_ and answer questions
4	**Chapter 3. Retailing in Electronic Commerce (cont.)**	• Online banking and personal finance • Online Purchasing-Decision Aids • Retailers versus E-Tailers _Suggested Activity:_ discuss and debate Case study: _Amazon.com the king of e-tailing_ and answer questions	Before class: Reading Part II Chapter 3 _Retailing in Electronic Commerce: Products and Services_ pp 129-131; 136-144
5	**Chapter 4. Business-to-Business electronic commerce**	• Concepts, characteristics, and models of B2B e-commerce • Sell-side e-marketplaces • Selling via e-auctions	Before class: Reading _Chapter 4 Business-to-Business E-Commerce_ pp 164-174

Slot	Main contents	Specific contents and activities	Student's tasks
		• Buy-side e-marketplaces _Suggested Activity:_ -Discussing about managerial issues: Relate the supply chain to B2B transactions. List the benefits and limitations of B2B	
6	**Chapter 4. Business-to-Business electronic commerce (cont.)**	• Definitions and concepts of B2B exchanges • B2B portals and directories • B2B Support Mechanisms _Suggested Activity:_ - Distinguish between organizational buyers and individual consumers - What is the organizational impact of B2B? - Why is collaboration important in B2B?	Before class: Reading Chapter _4 Business-to-Business E-Commerce_ pp 185-197
7	**Chapter 5 E-Government**	• E-Government • G2B exchanges _Suggested Activity:_ Using internet as resource, find out 01 Vietnam e-public administrative service and discuss	Before class: Reading _Chapter 5 Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce_ pp 209-213
8	**Midterm Exam** **Group project tutorial**	• **Midterm Exam** • Guideline on group project	
9	**Chapter 6. Marketing in E-Commerce**	• Online Consumer Behavior • Mass Marketing, Market Segmentation, and Relationship Marketing • Personalization and Behavioral Marketing _Suggested Activity_ Discuss and Debate: -How can you describe the buying decision process when the customer is online and looking for an iPhone? What can a webstore do to attract this customer to purchase from their store?	Before class: Reading Part IV, Chapter 9 _Marketing and Advertising in E-Commerce_ pp 407-419

Slot	Main contents	Specific contents and activities	Student's tasks
10	**Chapter 7. Electronic Commerce Payment Systems**	• Definition and methods • Benefits of Electronic payments • Issue of Electronic payments • E-Tailing payments: Using Payment Cards Online Smart Cards Micropayments Mobile Payments • B2B and International Electronic payments _Suggested Activity:_ Discuss and debate: Why was PayPal able to succeed where other e-payment alternatives were not? Does the company present a threat to the banking industry?	Before class: • Reading Part IV, _Chapter 11 Electronic Commerce Payment Systems_ pp 527-547
11	**Chapter 10. Order Fulfillment Along the Supply Chain**	• Traditional Versus E-Commerce Logistics • The EC Order Fulfillment Process • Problems in order fulfillment along supply chains • Solutions to order fulfillment problems along the supply chain _Suggested Activity_ • Answer students' question related to group project	Before class: Reading Chapter 12 _Order Fulfillment Along the Supply Chain_ pp 563-572
12	**Chapter 10. Launching a Successful Online Business and EC Projects**	• E-Commerce project management • Planning for EC projects: customers, merchandising, sales service, promotions, transaction processing, marketing data and analysis, branding • Building or acquiring a website: hosting, content • E-Commerce Support Services: payments, promotions, CRM _Suggested Activity_ Answer students' question related to group project	Before class: Reading Part V, _Chapter 16 Launching a Successful Online Business and EC Projects_ pp 736-755 After class: Do task on group project: project's proposal
13	**Oral**	• Oral presentation of group project	Before class:

Slot	Main contents	Specific contents and activities	Student's tasks
	presentations of group project	• Q&A on each EC project - Each oral presentation must not be longer than 15 minutes	• Submitting project proposal and planning report • Preparing and submitting slides for oral presentation
14	**Oral presentations of group project**	• Oral presentation of group project • Q&A on each EC project - Each oral presentation must not be longer than 15 minutes	Before class: • Submitting project proposal and planning report • Preparing and submitting slides for oral presentation
15	**General review and discussion**	- Give a general review of the course's contents and discussion	

10. Grading Policy

	Assignment	Importance
1	Class participation	10%
2	Midterm exam	10%
3	Group project	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Group Assignment

▪ The group project will be done in assigned groups of 4 or 5 students. Which is a combination of literature review, research proposal and dedicated team work to set up the e-commerce project. The group project requires student to work with other members in assigned group to conduct a real e-commerce project and present a report. As a result of the group project, each group must deliver a planning report and present it. The oral presentation of each group must be no longer than 15 minutes.

- The detail requirement for group assignment as below:

  Each group will choose one or many products to launch an e-commerce project

  The e-commerce project must be follow to the 05 phases of the project management process: Initiation, Planning, Execution, Evaluation and Closure

Midterm exam

The Midterm exam contains parts that include short answers but typically also contain longer analytical essays based on a short case. Midterm exam should test analytical, evaluation, and theory application knowledge. This exam will not merely test students' ability to recall information or basic concepts, but will aim at higher-order abilities to apply concepts and theories to unfamiliar cases with the help of case studies or analytical essays under time pressure.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to E-commerce in the course. The final exam contains parts that include short answers but typically also contain longer analytical essays based on a short case. Final exam should test analytical, evaluation, and theory application knowledge. This exam will not merely test students' ability to recall information or basic concepts, but will aim at higher-order abilities to apply concepts and theories to unfamiliar cases with the help of case studies or analytical essays under time pressure