



# AL MUSANNA COLLEGE OF TECHNOLOGY

## DEPARTMENT OF BUSINESS STUDIES

<b>BAEB 2203</b>	<b>Ecommerce for Business</b>	<b>3 Credit Hours</b>
<b>Prerequisites:</b>		
<b>Goal</b>	This course covers the technological concepts, and the activities of design and implementation of a typical e-commerce application.	
<b>Objectives</b>	<b>Outcomes</b>	
<p>The course should enable the student to:</p> <p>Gain hands-on experience in the design and implementation of an e-commerce, using a development platform such as Site Server.</p>	<p>A student who satisfactorily complete the course should be able to:</p> <ol style="list-style-type: none"> <li>1. Describe what electronic commerce is, how it is being conducted and managed, and what are the major opportunities, limitations, issues and risks.</li> <li>2. Give a brief knowledge about Internet infrastructure, strategy formulation and implementation, technology concepts, public policy issues, and capital infrastructure in order to make effective business decisions.</li> <li>3. Present a framework for the study and practice of e-commerce with business strategy at the core surrounded by four infrastructures: <ul style="list-style-type: none"> <li>The technology infrastructure that underlies the Internet.</li> <li>The media infrastructure that provides the content for businesses.</li> <li>The public policy regulations that provide both opportunities and constraints,</li> <li>And the capital infrastructure that provides the money and capital to run the businesses.</li> </ul> </li> <li>4. Explore the core concepts of New Economy strategy and associated enablers enriched by a wide variety of examples, case studies, and explanations culled directly from practice.</li> <li>5. Link-ups between different e-commerce sites.</li> </ol>	

	<ol style="list-style-type: none"><li>6. Apply security and legal issues on doing business with e-commerce.</li><li>7. Apply transaction integrity, electronic payment systems, internet marketing, retailing, corporate finance, intranets, supply chain management, and manufacturing.</li><li>8. Study the models like B2B, B2C, G2C, P2P transaction, component based designs.</li></ol>
--	--