

<b>Course unit title:</b>	e-Commerce and the Internet
<b>Course unit code:</b>	CSW341
<b>Type of course unit:</b> (Compulsory/optional)	Optional
<b>Level of course unit:</b> (First, second or third cycle)	Bachelor (1st cycle)
<b>Year of study:</b>	3
<b>Semester when the unit is delivered:</b>	5 or 6
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<b>Learning outcomes of the course unit:</b>	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the opportunities and leading edge practices in e-Commerce, e-Publishing, e-Shopping, electronic distribution knowledge creation and dissemination.</li> <li>• Describe the marketing, of people and organizations on the WWW.</li> <li>• Analyze strengths and weaknesses of the Internet vs. commercial services.</li> <li>• Assess the commercial potential of Internet related businesses.</li> <li>• Identify the problems surrounding electronic commerce relating to security and privacy.</li> </ul>	
<b>Mode of delivery:</b>	Face-to-face
<b>Prerequisites and co-requisites:</b>	CSW231 or CSC231 (for BCSC, BECE), CSW241 or CSC322 (for BCSC, BECE)
<b>Recommended optional program components:</b>	None
<p><b>Course contents:</b>  <b>Objective:</b>  This course aims at examining the foundations, operation, and implications of e-Commerce in the Internet environment. The students are introduced Internet technologies, online market mechanisms, interactive customers, knowledge-based products, smart physical products and services, pricing in the Internet economy, online auctions and e-marketplaces, digital governance, policies for the Internet economy and an outlook for the new economy.</p> <p><b>Description:</b>  <i>The e-Commerce revolution: the beginning of e-commerce, the difference from e-Business,</i></p>	

the basic concepts.

*The e-Commerce business models and concepts:* the major e-Commerce business models, the major B2B business models, e-Commerce enablers.

*The required infrastructure: Internet and World Wide Web,* Internet technology background, current state of the Internet, the future of the Internet, the Web features and services, mobile applications.

*Building an e-Commerce Presence:* choosing software and hardware, choosing e-commerce site tools, developing a mobile web site and building mobile applications.

*Online Security and Payment Systems:* the e-Commerce security environment, security threats in the e-Commerce environment, technology solutions, management policies, business procedures and public law, payment systems.

*E-Commerce Marketing Concepts:* Social, Mobile and Local, Internet marketing technologies.

*E-Commerce Marketing Communications:* Ethical, Social, and Political Issues in E-Commerce, privacy and information rights, information collected at e-Commerce sites, social networks and privacy, intellectual property rights.

*Online Retailing and Services:* the online retail sector, viability analysis of online firms, online financial services, online media creation, online travel services, online career services.

*Online Content and Media:* online publishing, online entertainment industry

*Social Networks, Auctions, and Portals:* social networks and online communities, online auctions, e-Commerce portals

*B2B E-Commerce:* Supply Chain, B2B e-Commerce and Supply Chain Management, net marketplaces, private industrial networks, management and Collaborative Commerce

<p><b>Recommended or required reading:</b></p>	<p>Kenneth C. Laudon &amp; Carol Guercio Traver, E-Commerce: Business. Technology. Society Pearson, 2012</p>				
<p><b>Planned learning activities and teaching methods:</b></p>	<p>Class Instruction: Consultation:</p>	<table border="1"> <tr> <td data-bbox="1023 1360 1263 1413">42 Hours</td> </tr> <tr> <td data-bbox="1023 1413 1263 1476">15 Hours</td> </tr> </table>	42 Hours	15 Hours	
42 Hours					
15 Hours					
<p><b>Assessment methods and criteria:</b></p>	<p>Examinations Assignments</p>	<table border="1"> <tr> <td data-bbox="1023 1528 1263 1570">65%</td> </tr> <tr> <td data-bbox="1023 1570 1263 1612">35%</td> </tr> <tr> <td data-bbox="1023 1612 1263 1654">100%</td> </tr> </table>	65%	35%	100%
65%					
35%					
100%					
<p><b>Language of instruction:</b></p>	<p>English</p>				

<b>Work placement(s):</b>	No
<b>Place of Teaching:</b>	Regular Classroom European University Cyprus, Nicosia