

# KARACHI UNIVERSITY BUSINESS SCHOOL

## UNIVERSITY OF KARACHI

BBA – VI (Hons.)	
<b>Course Title</b>	<b>: COMPUTER APPLICATION TO BUSINESS (E-COMMERCE)</b>
<b>Course Number</b>	<b>: BA (H) – 512</b>
<b>Credit Hours</b>	<b>: 03</b>

### Objective

Globalization of trade, the emergence of Information Economies, and the growth of Internet have recast the role of e-Com in Business and Management. In other words e-Com solutions and Infrastructure have become essential for creating competitive firms, managing global corporations, providing useful products and services to customers through a better management of information resources and commercial transactions. This course is designed to integrate the organizational, technical, operational, practical, and strategic and decision making aspects of e-Com solutions as required in Business and Management.

On completion of this course the students should be capable / have the knowledge in:

- Understanding of e-Business Systems
- Legal issues and e-standards
- Website development for a Business

### Course Contents

#### **1. Intro to IT**

- 1.1 Business Application
- 1.2 Organizations and Organizational Units
- 1.3 Challenges
- 1.4 Management

#### **2. Communications and Networks**

- 2.1 Communication Equipment
- 2.2 Software and Protocols
- 2.3 Communication in Business
- 2.4 Management Challenges

### **3. Electronic Data Interchange (EDI)**

- 3.1 EDI Technology
- 3.2 EDI as a Re-engineering Tool
  
- 3.3 EDI Development

### **4. The Internet**

- 4.1 Intro to Internet
- 4.2 Internet: Applications in Business
- 4.3 Internet, Intranet, Extranet
- 4.4 Internet: Ethics, Standards and Society
- 4.5 Challenges

### **5. E-Commerce Technology**

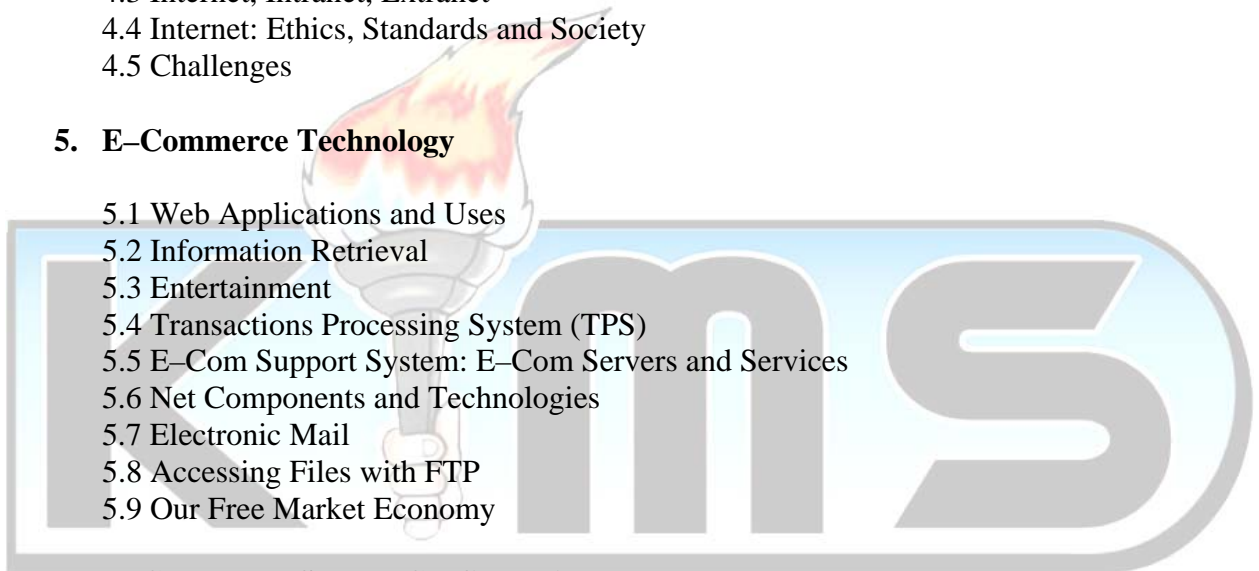
- 5.1 Web Applications and Uses
- 5.2 Information Retrieval
- 5.3 Entertainment
- 5.4 Transactions Processing System (TPS)
- 5.5 E-Com Support System: E-Com Servers and Services
- 5.6 Net Components and Technologies
- 5.7 Electronic Mail
- 5.8 Accessing Files with FTP
- 5.9 Our Free Market Economy

### **E-Commerce System Configurations**

- 5.1 P2P Systems      P – People
- 5.2 P2S2P Systems    S – System
- 5.3 S2S Systems

### **6. E-Commerce Applications Models**

- 6.1 B2C      B – Business
- 6.2 B2B      C – Consumer
- 6.3 C2C      G – Government
- 6.4 B2E      S – Society
- 6.5 G2S      E – Employee



## **7. B2C – Business to Consumer Application (Corporation’s Interface with Its Customers)**

- 7.1 Electronic Commerce Growth and Structure
- 7.2 EFTS (Electronics Funds Transfer System)
- 7.3 Online Payments: PIN Payments
- 7.4 e–cash

## **8. e–Marketing Process Models**

- 8.1 Direct Marketing versus Indirect Marketing
- 8.2 Full Cyber Marketing versus Partial Cyber Marketing
- 8.3 Electronic Store versus Electronic Shopping Mall
- 8.4 Electronic Distributor vs. Electronic Broker
- 8.5 Generalized e-Malls/Stores vs. Specialized e-Malls/Stores
- 8.6 Proactive vs. Reactive Strategic Posture Toward Cyber Marketing
- 8.7 Global vs. Regional Marketing
- 8.8 Sales vs. Customer Services

## **9. Consumer Online Shopping**

- 9.1 Procedure for Internet Shopping
- 9.2 Search for Available Items
- 9.3 Order Placement
- 9.4 Delivered Items Receiving
- 9.5 Preliminary Requirement Determination
- 9.6 Items Comparison
- 9.7 Payment for Goods

## **10. Other Online Applications**

- 10.1 Online Catalogs
- 10.2 Online Banking
- 10.3 Online Auctions
- 10.4 Virtual Storefront
- 10.5 Online Education
- 10.6 Online Security
- 10.7 Online Investment
- 10.8 Stock Trading

## **11. B2B – Business to Business Applications**

- 11.1 Business Information System
- 11.2 Value Chains
- 11.3 Competition Among Traditional Companies in E–Commerce
- 11.4 Acquisitions



11.5 Supply Chain  
11.6 Entities of B2B EC

11.7 Alliances  
11.8 Global Strategy

## **12. Models of B2B E-Commerce**

12.1 Supplier Oriented Marketplace  
12.2 Electronic Bidding Process  
12.3 Intermediary Oriented Marketplace  
12.4 Networking Between HQ and subsidiaries  
12.5 Buyer's Internal Market Place  
12.6 B2B Auctions  
12.7 B2B Services  
12.8 Vertical B2B  
12.9 Buyer – Oriented Marketplace  
12.10 Benefits to Buyer and Seller  
12.11 Virtual Corporations  
12.12 e-Procurement (Vendor B2B)  
12.13 Issues in Procurement Management  
12.14 Managed Interactive Bidding  
12.15 Brokering B2B

## **13. B2E – Business to Employee Applications (Inter-Enterprise Commerce)**

13.1 Intra Business E-Commerce  
13.2 Intranet  
13.3 Effective Management Control  
13.4 ERP Systems and Their Extension to Inter – Enterprise Commerce

## **14. G2S – Government to Society Applications**

14.1 Govt. Involvement in Electronic Commerce  
14.2 Provincial Govt. and E-Commerce  
14.3 Federal Govt. and E-Commerce  
14.4 Local Govt. and E-Commerce

## **15. The Driving Forces of E-Commerce**

15.1 Change Management (CM)  
15.2 New World of Business  
15.3 Organization Responses  
15.4 Business Process Reengineering (BPR)  
15.5 Business Pressures

## **16. Establishing your Presence in E-Commerce**

- 16.1 Types of Web Sites
- 16.2 Web Page Design and Tools
- 16.3 Publishing and Promoting Your Web Site
- 16.4 Maintaining a Web Site: Structuring a Traditional Company's "Dot Com"

## **17. Limitations, Issues and Problems in E-Commerce**

- 17.1 Technical Issues
- 17.2 Legal Issues
- 17.3 Social Issues
- 17.4 Security Issues
- 17.5 Remedies

## **18. Overall Impact of E-Commerce**

- 18.1 Improved Direct Marketing
- 18.2 Redefining Organizations
- 18.3 Impact on Manufacturing
- 18.4 Sales and Distribution
- 18.5 Disintermediation and Reinter mediation
- 18.6 Matter of Logistics
- 18.7 Shopping Cart
- 18.8 Branding and Pricing
- 18.9 Managerial Issues
- 18.10 Change in a Traditional Company
- 18.11 Transforming Organizations
- 18.12 Impact on Finance and Accounting
- 18.13 HR Management
- 18.14 Quality Control and Management
- 18.15 Impact on Manufacture's Distribution Strategy
- 18.16 Intelligent Agents
- 18.17 Portals
- 18.18 Managing Channel Conflict
- 18.19 Leveraging a Traditional Business on the Web

## **19. Present and Emerging Trends in E-Commerce**

- 19.1 Future of E-Commerce
- 19.2 Mobile Commerce
- 19.3 Business on Internet

## **20. Practical Implementation of Web Development for Business**



## **Recommended Books**

1. Turban, Lee, King, Chung, Electronic Commerce : A Managerial Perspective, Prentice Hall, (Latest Edition)
2. Kalakota and Robinson, e-Business, Addison-Wesley, (Latest Edition)
3. Rayport, Jaworski and Whitely, Introduction to e-Business, McGraw Hill, (Latest Edition)
4. Gerald V. Poste, David L. Anderson, Management Information System (MIS), Irwin/McGraw Hill, (Latest Edition)

