

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

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

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

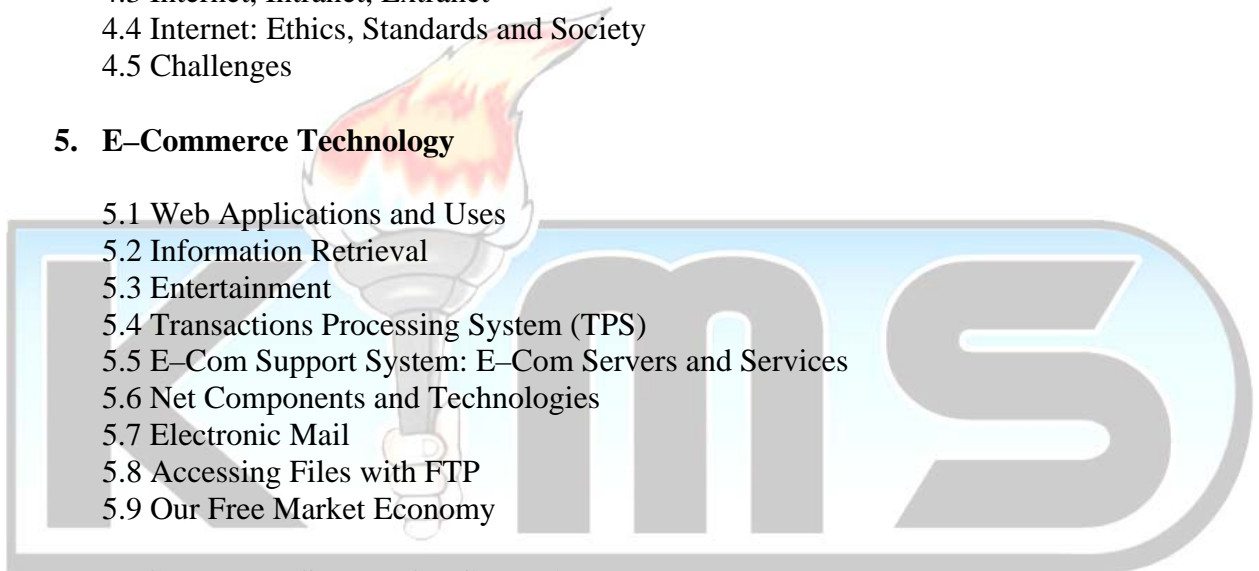
- 5.1 Web Applications and Uses
- 5.2 Information Retrieval
- 5.3 Entertainment
- 5.4 Transactions Processing System (TPS)
- 5.5 E-Com Support System: E-Com Servers and Services
- 5.6 Net Components and Technologies
- 5.7 Electronic Mail
- 5.8 Accessing Files with FTP
- 5.9 Our Free Market Economy

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)

