

Department: School of Business

Course Name Electronic Commerce

Hours per week 3

Number of Credits 3

Course Description This course is designed to facilitate BBA students the understanding of basic concepts of electronic commerce. The course aims at equipping students the capabilities to understand and apply electronic commerce knowledge to support organization's objectives. Different facets of electronic commerce will be covered in this course. This course will discuss business model of electronic commerce, online market, electronic marketing, EC collaborative design, emerging applications of electronic commerce, supply chain in EC, CRM in EC, online payment, information security, etc. This course put emphasis on the business principles and management practice. Many EC cases will be discussed in this course. Students will know how to collect data, analyze data and