



UNITED INTERNATIONAL UNIVERSITY COURSE SYLLABUS

1	School	School of Business & Economics
2	Department	Department of Business & Economics
3	Programme	BBA [Bachelor of Business Administration]
4	Name of Course	E-Business
5	Course Code	MGT 3225
6	Trimester and Year	Fall, 2018
7	Pre-requisites	Principles of Management(MGT 1307), Computer Applications(CST 1206)
8	Status	Core Business Course
9	Credit Hours	3.00
10	Section	C
11	Class Hours	SAT : 3:00 PM – 04:40 PM and TUE : 3:00 PM – 4:30 PM
12	Class Location	Room: 0207
13	Course website	www.ahmedimrankabir.weebly.com
14	Name (s) of Academic staff / Instructor(s)	Ahmed Imran Kabir
15	Contact	iamahmedimrankabir@gmail.com
16	Office	To be announced later
17	Counselling Hours	<ul style="list-style-type: none"> • I am always a minute away from replying your emails. • Meeting for counselling can be scheduled if needed.
18	Text Book	E-Commerce 2014: Business. Technology. Society, Laudon and C. G Traver, 10th Edition. Pearson Education
19	Reference	1. Electronic Commerce: A Managerial Perspective, Turban and Efraim, Latest Edition, Prentice Hall
20	Equipment & Aids	Bring your own Pen, Copy, Watch and other aid in the class.
21	Course Rationale	E-Commerce has completely changed the way businesses operate today. Internet plays a very important role in today's business operations. Online sales are growing faster than ever before. Businesses try to reach their customers through various methods and E-commerce is one of them. Since e-commerce is playing a vital role in business operation in today's world, a thorough knowledge about this subject is necessary for the business graduates.

22	Course Description	With the advent and tremendous development of ICT (Information and Communication Technology) the landscape of business has been in a process of change. ICT is transforming the traditional business process into a new process of business called electronic business. This course is designed for business students of undergraduate level to develop a thorough understanding about different business, technological and social aspects of this new and evolving process of business.			
23	Course Objectives	<p>The course is designed to provide the background of the following topics-</p> <ol style="list-style-type: none"> 1. Understand how developments in modern Information and Communication Technology (ICT) may impact on traditional models of business organization 2. Understand the trend and social and legal contexts of e-business 3. Understand the technology, development lifecycle, payment process and security issues involved with e-business and e-commerce 4. Develop a project of the impact of e-commerce 			
24	Learning Outcomes	<p>After the end of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Define the meaning of e-business and identification of current/future trends 2. Explain different business models of e-business and e-commerce 3. Assess the process for the development and implementation of web-based Information System (IS) and Information Technology (IT) 4. Develop the creation of business plans for e-business 5. Explain technical, architecture and integration issues 6. Analyze legal, political, cultural and ethical aspects of e-business 7. Explain Supply Chain Management and Collaborative Commerce 8. Prepare a project of the impact of ecommerce 			
25	Teaching Methods	Lecture, Case Studies, Project Developments, Presentation			
26	Topic Outline				
	Class	Topics Or Assignments	CLOs	Reading Reference	Activities
	1	Orientation/Introduction		Course Syllabus	Understand Course Syllabus
	2,3,4	E-Commerce: The Revolution is Just Beginning	1	Chapter 1	Case Study, Assignment
	5,6	E-Commerce Business Models	2	Chapter 2	Case Study, Assignment
	7	E-Commerce Infrastructure: The Internet, Web and Mobile Platform	3	Chapter 3	Quiz 1
	8,9,10	Building an E-Commerce Presence	4	Chapter 4	Case Study, Assignment
	11,12	E-Commerce Security and Payment Systems	5	Chapter 5	Quiz 2, Assign topic for Group Project
	13	Mid Term (Tentative)			

	14,15,16	E-Commerce Marketing and Advertising Concepts	5	Chapter 6	Case Study		
	17,18	Social, Mobile and Local Marketing	5	Chapter 7	Case Study, Assignment		
	19,20	Ethical and Social Issues in E-Commerce	6	Chapter 8	Quiz 3		
	21,22,23	B2B E-Commerce: Supply Chain Management and Collaborative Commerce	7	Chapter 12	Case Study, Assignment		
	24	Review and Submission of Project	8		Project Submission		
	25	Presentation			Group Submission		
27	Assessment Methods	Assessment Type				Mark	
		Class Attendance & Participation				5%	
		Quiz/Class Test				15%	
		Assignment and Presentation				15%	
		Mid Term				25%	
		Final Exam				40%	
28	Grading Policy	Letter Grade	Marks %	Grade Point	Letter Grade	Marks%	Grade Point
		A (Plain)	90-100	4.00	C+ (Plus)	70-73	2.33
		A- (Minus)	86-89	3.67	C (Plain)	66-69	2.00
		B+ (Plus)	82-85	3.33	C- (Minus)	62-65	1.67
		B (Plain)	78-81	3.00	D+ (Plus)	58-61	1.33
		B- (Minus)	74-77	2.67	D (Plain)	55-57	1.00
					F (Fail)	<55	0.00

29	Additional Course Policies	<p>1. Class Attendance and Participation: Class attendance is mandatory (at 80% of classes) to qualify for grading as per university policy. But I will grade you on the basis of your time presence. So after taking attendance of the class (usually in the beginning of the class), there will be no provision for recording attendance. Your in-time presence will also be considered as positive class participation.</p> <p>2. Examination: There is NO provision for make-up of missed classes and quizzes. •Make-ups of Term exams are strongly discouraged. However, in case of extreme emergency and with proper explanation and relevant supporting documents ONLY ONE MAKEUP EXAM will be entertained.</p> <p>3. Assignment and Group Report: Failure to submit the Assignments, Group Report on the due date will result in 50% deduction from the possible score.</p> <p>4. Counseling: You are expected to follow the counseling time-table as set out in this course.</p> <p>5. Instructor has the right to change the course content and plan as appropriate.</p>
30	Additional Info	<p>1. Academic Calendar Fall 2018: http://www.uiu.ac.bd/academic/calendar/</p> <p>2. Academic Information and Policies: http://www.uiu.ac.bd/academic/academic-information-policies/</p> <p>3. Grading and Performance Evaluation: http://www.uiu.ac.bd/academic/grading-performance-evaluation/</p> <p>4. Proctorial Rules: http://www.uiu.ac.bd/academic/1192-2/</p>