



United International University

School of Business and Economics

Course Outline & Schedule

Faculty Name: Ahmed Imran Kabir	Email: iamahmedimrankabir@gmail.com Website: ahmedimrankabir.weebly.com Semester: Summer 2019
Course Title: E-Commerce and Web Management	Course Code : MIS 4385 Credit Hours:03
Course Category : Elective	Program: Bachelor Of Business Administration.
Class Duration: 1 Hour 30 Minutes Venue: Room 0226 (LAB 1)	Time Slot: SAT & TUE- 01:30 pm - 03:00 pm (A) SUN & WED- 11:40 am – 1:10 pm (B) **Office Hours will be updated later on the website**

Course Objective: This course aims to provide an understanding of E-Business and its associated technologies. The basics of online commerce will be introduced along with the elements that are particular to an electronic marketplace. Learning activities concentrate on the use of these tools for the purpose of finding viable E-Commerce solutions.

- Provide the students an understanding of E-Business and E-Commerce in the digital world.
- Teach and demonstrate students how E-Business concepts can be applied in diverse business situations.
- Introduce various E-Business models and marketplace structures.
- Introduce web based application development.
- Acquire web development skills.
- Build an understanding of web application architectures.

Course Outcome: At the end of this course, the successful student will be able to:

- Understand the scope of E-Business and E-Commerce and what are the benefits and barriers to adoption.
- Identify E-Business models and marketplace structures enabled by Information and Communication Technologies.
- Demonstrate the understanding of using E-Business applications and developing E-Business strategy.
- Explain the social media perspective of E-Business.

- Apply marketing techniques that apply E-Commerce concepts for acquiring and retaining customers.
- Develop and apply web application technologies.
- Demonstrate professional skills within a web development environment.
- Assess, select and apply web application development skills within a business context.
- Access and explain the organization of code libraries.
- Recognize and evaluate alternative web development technologies.

Teaching techniques: Discussion on the theoretical background of each topic, in- class problem solving after completion of each topic, relevant / similar problems will be assigned for self-practice.

Evaluation Policy:

Evaluation is comprised of:

Midterm Exam 25%

Final Exam 40%

Quizzes 15% (Best 3 will be counted from 4 quizzes)

Lab Component/ E-Commerce Case -5 %

Project and Presentation 10% (To be announced on class)

Attendance 5% (Unable to attend more than 3 classes will cause you lose 2 marks out of 5)

Required Text Book

Author	Title	Edition & Year	Publisher	ISBN
1. Gary P. Schneider	<i>E-Business</i>	10 th Edition, 2013	<i>Cengage Learning</i>	ISBN-13: 978-1133526827
2. Jeffrey C. Jackson	<i>Web Technologies: A Computer Science Perspective</i>	1 st Edition, 2018	<i>Prentice Hall</i>	ISBN-13: 978-0131856035

** You can follow the Pdf book that has been provided in my website. But if you want your printed copy of book you can get a printed copy of the pdf file at (<https://www.facebook.com/BookBuyBD5/>). This is not for business purpose. I use this service to get my pdf's to be printed. Also you may try in Nilkhet for the books.

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

Lecture No:	Topic/ Content	Remarks
1	Topic 1: Orientation/ Introduction; E-Commerce Chapter 1 (The Second Wave of Global E-Business)	Orientation + Book 1
2	Topic 2: E-Commerce Chapter 1 (The Second Wave of Global E-Commerce)	Lecture (Book 1)
3	Topic 3: E-Business Technology + Lab Component (Install Atom Editor) Chapter 2 (E-Business Technology Basics)	Lecture +Lab (Book 1,2)
4	Topic 4: E-Business Technology + Lab Component (HTML Tutorial) Chapter 2 (E-Business Technology Basic) *** GROUP FORMATION FOR PROJECT***	Lecture + Lab (Book 1,2)
5	Topic 5: Web Server + Case Study Chapter 3 (Web Server and Email Technologies) *** GROUP FORMATION FOR PROJECT***	Lecture+ Case Assignment (Book 1)
6	Topic 6: Web Server + Case Study Submission Chapter 3 (Web Server and Email Technologies)	Lecture (Book 1)
7	Topic 7: Revenue Models Chapter 4 (E-Business Revenue Models) <u>Quiz 1: (Chapter 1, 2, 3)</u>	Lecture (Book 1)+ Quiz 1
8	Topic 8: Revenue Models + Lab Component (HTML Tutorial) Chapter 4 (E-Business Revenue Models)	Lecture + Lab (Book 1, 2)
9	Topic 9: Revenue Model + Case Study Chapter 4 (E-Business Revenue Model)	Lecture + Case Assignment(Book 1)
10	Topic 10: Selling Online + Case Study Submission Chapter 5 (Selling to Consumers Online)	Lecture (Book 1)
11	Topic 11: Selling Online Chapter 5 (Selling to Consumers Online)	Lecture (Book 1)
12	Review of Chapter (1-5) For Mid-term Exam <u>Quiz 2: (Chapter 4,5)</u>	Quiz 2 +Review
13	****Mid-Term Examination****	
14	Topic 12: Selling Online Chapter 6 (Selling to Businesses Online)	Lecture (Book 1)
15	Topic 13: Selling Online + Case Study Chapter 6 (Selling to Businesses Online)	Lecture (Book 1) + Case Assignment

16	Topic 14: Communication + Case Study Submission Chapter 7 (Virtual Communication)	Lecture (Book 1)
17	Topic 15: Communication Chapter 7 (Virtual Communication)	Lecture (Book 1)
18	Topic 16: Law + Quiz 3 Chapter 8 (E-Business Law and Taxation) <i>Quiz 3 (Chapter 6, 7)</i>	Lecture (Book 1) + Quiz 3
19	Topic 17: Law Chapter 8 (E-Business Law and Taxation)	Lecture (Book 1)
20	Topic 18: Web Hosting + Lab Component (HTML Tutorial + User Friendly Website Builder: Weebly, WordPress) Chapter 9 (Web Hosting and E-Business Software)	Lecture (Book 1, 2)
21	Topic 19: Online Payment Chapter 11 (Online Payment System)	Lecture (Book 1)
22	Topic 20: Online Payment + Quiz 4 Chapter 11 (Online Payment System) <i>Quiz 4 (Chapter 8, 9)</i>	Lecture (Book 1) + Quiz 4
23	Topic 21: Online Payment + Case Study Chapter 9 (Online Payment System)	Lecture (Book 2) + Case Assignment
24	Project Submission and Presentation + Case Study Submission ***Defense of your Project***	<i>project defense</i>
25	***Presentation (REST)*** + Final exam review (Remaining)	<i>project defense</i>
26	***Final Examination***	

Note: The instructor reserves the right to make changes to the syllabus if necessary.