



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

Course Name	E-BUSINESS
Course Code	MIS 411
Semester	8th
Credit Hours	03
Total Weeks	16/18
Total Hours	48/54
Total Marks	100
Pre-requisite	None

Course Objectives

This course focuses on the all aspects of online business, like technology, security, e-banking and legal issues. You will be learning about the networks, tools that are used to make online shopping websites, methods used for online payments, technologies used to protect the websites/online data and laws that are related to online shopping. In this course with the help of assignments you will have hands on practice of developing a shopping site. This course combines practical and theory approach to achieve its goals i.e. you will be taught how to use to HTML and Scripting Languages, also you will be studying the payment methods and laws involved in online business.

Grading Criteria

Distribution	Weight
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

Recommended Books

ELECTRONIC COMMERCE by Efraim Turban, Jae Lee, David King, M. Michael chung
(International Edition)

WEEK WISE BREAKDOWN

Week	Description
1	<ul style="list-style-type: none"> • Definition of EB • E-Markets • Inter-organizational Information Systems (IOS)
2	<ul style="list-style-type: none"> • Classification of E-Business • E-marketing systems • History of E-Business • Future of E-Business
3	<ul style="list-style-type: none"> • Benefits of E-Business • Limitations of E-Business • Impact of E-Business • Redefining organizations • Impact on Manufacturing
4	<ul style="list-style-type: none"> • Impact on Finance & Accounting • Impact on HRM, Training & Education • Overview of E Marketing structure • Direct Marketing Vs Indirect marketing • Generalized E-Mail Stores Vs Specialized E-mails stores.
5	<ul style="list-style-type: none"> • Full cyber Vs Partial cyber marketing • Electronic distributor Vs Electronic Broker • Proactive Vs Reactive strategic posture towards cyber marketing • Global Vs regional marketing • Sales Vs Customer's service
6	<ul style="list-style-type: none"> • Pro-active/Reactive Marketing: A Case Study of Dell Computers • Proactive Vs Reactive Marketing A case study of ford motors • Generalized brokers Vs Specialized E-distributors • Procedure for Internet Shopping – Consumer Perspective
7	<ul style="list-style-type: none"> • The Impact of E-Business on traditional retailing system • Broker based services • Service industries Vs Manufacturing industries and product retailing
8	<ul style="list-style-type: none"> • Travel and Tourism Services • Service Providers • Benefits and Limitations • Impact of E-Business of Travel industry
	Two Assignments + Two Test Mid Term Exam
9	<ul style="list-style-type: none"> • Employment, Placement and job market in an E-Business perspective • Driving forces of E-Business job market • The internet job market
10	<ul style="list-style-type: none"> • The advantages of Electronic Job Market • The limitations of Electronic Job Market • Trading stocks online
11	<ul style="list-style-type: none"> • Investment Information • IPO's and the internet • Cyber Banking • Personal Finance

12	<ul style="list-style-type: none"> • B2B Electronic Commerce • Characteristics of B2B • Electronic Supply Chain Management • Electronic Procurement Management
13	<ul style="list-style-type: none"> • Current Issues in Procurement Management • Procurement Revolution in GE
14	<ul style="list-style-type: none"> • Goals of Procurement Re-engineering • Electronic Payment System • Electronic Payment Protocols
15	<ul style="list-style-type: none"> • Credit Card System on the internet • EFT Electronic Funds Transfer on the internet • Debit Cards & the internet
16	<ul style="list-style-type: none"> • Stored value card • E-Cash • Electronic cheque system • Future of E-Business
	Two Assignments + Two Test+ Presentation
	Final Term

Learning Outcomes:

- Analyze different types of portal technologies and deployment methodologies commonly used in the industry.
- Analyze the effectiveness of network computing and cloud computing policies in a multi-location organization.
- Analyze real business cases regarding their e-business strategies and transformation processes and choices.
- Integrate theoretical frameworks with business strategies.