

## Global Learning Semesters

### Course Syllabus

Course: COMP-390 E-Commerce

Department: Computer Science

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMP-390	E-Commerce	3
Semester Offered	Contact Hours	Prerequisites
Not offered yet	42	COMP-151
Department	Level of Course	Language of Instruction
Computer Science	Upper Division	English

### Course Description

- Foundations of Electronic Commerce.
- Retailing in E-Commerce.
- Internet consumers and market research.
- Advertisements in E-Commerce.
- E-Commerce for service industries.
- Business-to-business E-Commerce.
- Intranet and extranet.
- Electronic payment systems.
- E-Commerce strategy and implementation.
- Public policy: from legal issues to privacy.
- Infrastructure for E-Commerce.
- Economic and other issues in E-Commerce.

### Instructor

Dr Angelika Kokkinaki

### Course Aims and Objectives

The course aims to provide students with conceptual and practical experience on recent developments in Information Technology (IT) within the context of business globalization. It critically examines all business aspects such as production, marketing, distribution and after-sales service with regard to the advantages and disadvantages of E-Commerce. The course also examines IT strategies in relation to E-Commerce as well as the infrastructure, security and legal issues.

### Teaching Methods

The course is structured around lectures, case studies presentations and invited guests.

### Course Teaching Hours

42 hours.

## Evaluation and Grading

Test A:	15%
Test B:	20%
Project:	25%
Final Exam:	40

## Readings and Resources

### Required Textbook

Turban, E., King, D., Lee, J., and D. Viehland. *Electronic Commerce: A Managerial Perspective*. Pearson Education International, 2004.

### Recommended Reading

Selected readings recommended by the lecturer are posted on the intranet page for the course.