

Global Learning Semesters

Course Syllabus

Course: ITM-535 E-Business

Department: Computer Science

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ITM-535	E-Business	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Computer Science	Upper Division	English

Course Description

This course will provide the students with an analytical and technical framework to examine and understand the linkage of organizational strategy and electronic methods of delivering products, services and exchanges in inter-organizational, national and global environments. This course integrates various perspectives. First, it is essential to provide a good understanding of changes in modern business environments enabled by Information and Communication Technology (ICT). Thus, topics such as new business models, the economics of e-business and value chain and value networks are discussed. In addition, a thorough understanding of the operational issues that are critical to every successful e-business solution, such as marketing, logistics and payment methods using the electronic tools are presented in this course. Second, the course provides an understanding of how e-business systems are linked to the organizational environment and how they affect and are affected by the context in which they are built. Therefore, the course needs to cover the legal and ethical aspects of the design and development of e-business solutions and the societal effects of the widespread usage of e-business technologies. Third, the course provides the students with an introduction to the ICT infrastructure and e-commerce solutions that are required to implement reliable and efficient e-business solutions.

Prerequisites

None

Readings and Resources

Required Text Book/Other Readings

- King D., Lee J., Warkentin, M. and Chung M (2004). Electronic Commerce, A Managerial Perspective, International Edition, Prentice Hall.
- Harvard Business School Case 9-801-308 (2001). Online Market Makers.
- Harvard Business School Case 9-301-009 (2001). Li & Fung (A): Internet Issues.
- Harvard Business School Case 9-801-178 (2001). Emerging Networked Business Models: Lessons from the Field.
- Harvard Business School Case 9-802-012 (2002). Who Will Win Wireless?

Recommended Readings

- Other relevant books are listed below. These are not required for the course, but are helpful.
- Deitel H. M., Deitel P.J. and Nieto T.R. (2001). E-Business and E-Commerce: How to Program, Prentice Hall, ISBN 0-13-028419-X.

- Laudon K. C., Traver C. G. (2001). E-Commerce: Business, Technology, Society, Addison Wesley, ISBN 0-20815-0.
- Oz E. (2002). Foundations of E-Commerce, Prentice Hall, ISBN 0-13-030686.