THE COLLEGE OF THE BAHAMAS  
Course Outline

Title:  E-Business Management
Abbreviation and Number:  CISB460  
AB Paper No.:  13-137
School:  Business
Department:  Computer Information Systems
Credits:  3
Course Sequence:      (     )  Fall              (  X  ) Spring               (     ) Fall and Spring
Hours Per Week:  (     ) Lecture               (     ) Seminar        (     ) Laboratory        (     ) Studio                  (     ) Kitchen
(     ) Other (Specify)
Pre-requisite(s):  Fourth year standing
Co-requisite(s):  None

**COURSE DESCRIPTION**
Students examine E-commerce from a management perspective. Management strategies are analysed and critiqued. Approaches necessary for survival in the E-commerce arena are covered.

**SPECIFIC OBJECTIVES**
Upon successful completion of this course, students will be able to
  1) evaluate E-commerce management strategies and practices;
  2) implement E-commerce principles in various environments;
  3) critique E-commerce management issues; and
  4) apply administrative techniques to monitor and secure an E-commerce environment.

**COURSE CONTENT**
I.   E-Commerce
   A.  Traditional versus E-commerce
   B.  Intermediation and Reintermediation
   C.  World Wide Web
      i.  Features of the Internet
      ii. Products
      iii. Services
      iv. Purchasing
      v.  Logistic and business support activities
   D.  Business opportunities

II.  Strategic Partnerships
   A.  Business models
   B.  E-commerce Management (ECM)
      i.  Elements in E-commerce
      ii. Models applied to large and small companies
      iii. Planning
         a.  Strategic
         b.  Tactical

III.  Marketing on the Web
   A.  Internet versus traditional
   B.  Offline campaigns
   C.  Development of internet marketing plan
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D. Analyses of results

IV. Electronic Payment Systems
A. Online options
   i. Options
   ii. Credit card processing methods
B. Electronic cash systems

V. Organisational Functions
A. Legacy, people, processes and systems
B. Management of E-commerce organization

VI. E-Commerce Security
A. Threats
B. Privacy issues
C. Protection techniques
D. Intellectual property issues

VII. International, Legal And Ethical Issues
A. Cultural
B. Laws
C. Contracts
D. Trademark infringement
E. Deceptive trade practices
F. Regulation of advertising and solicitation
G. Ethics

VIII. Case Studies
A. Implementation
   i. Successful
   ii. Unsuccessful
B. Analysis

ASSESSMENT
Tests………………………………………… 30%
Project………………………………………. 20%
Assignments………………………………...20%
Final Exam…………………………………..30%
Total ...................................................... 100%

REQUIRED TEXT

SUPPLEMENTARY READINGS/MATERIALS


**JOURNALS**

*Electronic Commerce Research*

*International Journal of Electronic Commerce*

*International Journal of Electronic Commerce and Business Media*

*Journal of Electronic Commerce*

**WEBSITES**

http://www.wkap.nl/journalhome.htm/1389-5753

http://www.gvsu.edu/ssb/ijec/


http://www.electronimarkets.com/