

IS480: Electronic Commerce

- Credit Hours (lecture, lab, tutorial): **3** (3 + 0 + 1)
- Prerequisites: IS230, IS240, IS370.

Course content: In this course the following topics are covered: corporate strategic planning for e-commerce, business design and architecture for e-commerce application, Web-based marketing strategies and models, e-commerce project management; public policies and legal issues of privacy, socio-technical infrastructure for e-commerce, risk management in e-commerce projects; e-transformation, measuring effectiveness of e-commerce projects, e-commerce and organizational change management, e-commerce and competitiveness, success and failure in e-commerce applications, retailing in e-commerce, banks and e-commerce, techniques of consumer behavior analysis in e-commerce context, advertisement in e-commerce, e-commerce and online publishing, e-commerce in manufacturing, e-commerce and supply chain management, e-commerce and customer asset management, business to business (B2B) e-commerce, business to customer (B2C) e-commerce, e-payment systems, mobile commerce (m-commerce), modern trends in developing e-commerce systems, available packages and software tools, and technical evaluation.