IMM EU Socrates Erasmus Programme
49104-IC-1-2003-1-RO-ERASMUS-PROGUC-1

Master programme
Sylabus

Course Title: E-Commerce
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Purpose	The purpose of this course is to provide an introduction to e-commerce, with particular reference to online businesses in general and the multimedia industry in particular.
Learning Outcomes	At the end of the course, students will be able to discuss the history and development of global e-commerce outline various e-commerce models and channels explain different aspects of the marketplace for e-commerce (marketing, advertising, demographics etc) discuss legal and regulatory issues relating to e-commerce develop a project plan for e-commerce for a small multimedia company
Course Summary	The course covers a variety of disciplinary areas including economics, sociology, psychology, law, business studies, graphic design and communications. Students will be assumed to be familiar with the basic theoretical and technical principles of multimedia.
Course Structure	**1 Introduction** Economic Issues Social Issues Technological Issues **2 Business Models** Business to Consumer Business to Business Consumer to Consumer **3 Web Markets** History of e-commerce Channel conflicts – flattening markets Case Studies – Amazon, eBay, Dell **4 Internet Demographics** Methods of measurement Web advertising Implications for Design **5 Electronic Money**

	Flexible and Dynamic Pricing Models Facilitating Micropayments Online banking **6 Trust and Security** The legal framework Social and cultural issues Implications for online multimedia	
Learning Assignments	Assessments will include – online self assessment questions and exercises and short tutor marked assessments at the end of each section. Participation in online discussion forums will be an assessed part of the course. The main assessment will be a short project describing e-commerce in a particular business or area of the market and outlining a project plan for a new multimedia business.	
Tutorials Structure	The course will (if possible) have one face to face tutorial and ongoing support through discussion forums, email and instant messaging.	
Interactive or Multimedia content	The course will be based on the material created by the instructor for the online platform. It will contain a combination of text, graphics, video and audio files, and links to existing online resources. Students will be required to use various facets of the internet and to be able to create simple e-commerce facilities in a basic web site	
Software needed	Students will need to be able to use – Macromedia Dreamweaver / HTML, Microsoft Word, Excel, PowerPoint and Project, MindManager	
References	Chaffey D – E-Business and E-Commerce Management (Prentice-Hall 2003) Chen S – Strategic Management of E-Business (John Wiley, 2001) Damani C et al – How to Succeed at E-Commerce (Imano 2004) Damani R et al – Seven Habits of Successful E-Commerce Companies (Imano 2004) Godin S – Permission Marketing (Simon & Schuster 1999) Hartman A et al – Net Ready: Strategies for Success in the E-Economy (McGraw-Hill 2000) Heartfield J - Making your Small Business Website Work (Rockport 2004) Laudon K et al – E-Commerce: Business, Technology, Society (Addison-Wesley 2003) Lindstrom M – Clicks, Bricks and Mortar (Kogan Page 2001) Reynolds J et al – The Complete E-Commerce Book (R&D 2004)	

	Tomsen M – Killer Content: Strategies for Web Content and E-Commerce (Addison-Wesley 2000) Turban E et al – Electronic Commerce 2004: A Managerial Perspective (Prentice-Hall 2004) Weill P et al – Place to Space: Migrating to E-Business Models (Harvard 2001)