

ASIAN INSTITUTE OF TECHNOLOGY
SCHOOL OF ADVANCED TECHNOLOGIES

AT74.992 Selected Topic: E-Business for Technology, 2(2-0)

Semester: January

Rational: This course is intended to provide students with an overview of the key concepts and technologies behind E-business, the opportunities and challenges of doing business on the Internet, and the challenges of introducing e-business techniques into existing organizations.

Catalog Description: Overview of the principles of electronic business. Differences and similarities between E-business and traditional business. Evolution and trends in conducting e-business on the Internet/Web. Key organizational, technological, marketing, supply-chain, legal, and tax challenges and potential solutions. International aspects. Case studies.

Course Outline:

- I Foundations of Electronic Commerce
 - 1. Definitions and Content of the Field
 - 2. Benefits and Limitations
 - 3. The Driving Forces and Impacts of E-Commerce

- II Retailing in E-Commerce
 - 1. Business Models of E-Commerce
 - 2. Direct Marketing
 - 3. Online Customer Service
 - 4. Internet Shopping

- III Internet Consumers and Market Research
 - 1. The Consumer Behavior Model
 - 2. Demographics of Internet Users
 - 3. One-to-one Relationship Marketing
 - 4. Market Research for E-Commerce
 - 5. Intelligent Agents for Consumers

- IV Advertisement in E-Commerce
 - 1. Advertisement Methods and Strategies
 - 2. Push Technology and Intelligent Agents
 - 3. Economics and Effectiveness of Advertisement

- V E-Commerce for Service Industries
 - 1. Travel, Real Estate, and Stock Trading Services
 - 2. Online Publishing
 - 3. Auctions
 - 4. Online Banking and Personal Finance

- VI Business-to-Business E-Commerce
 - 1. Models of B2B E-Commerce
 - 2. Procurement Management
 - 3. Internet-Based EDI
 - 4. Intelligent Agents for B2B E-Marketplaces

- VII Electronic Payment Systems
 - 1. Credit Card Payments
 - 2. Electronic Funds Transfer and Debit Cards
 - 3. Stored-Value Cards and E-Cash

- VIII E-Commerce Strategy and Implementation
 - 1. Strategic Planning for E-Commerce
 - 2. Competitive Intelligence on the Internet
 - 3. Project Implementation

- IX Infrastructure for E-Commerce
 - 1. Present and Future Internet Protocols
 - 2. Web-Based Client/Server
 - 3. Internet Security
 - 4. Selling on the Web

Text Book:

E. Turban, D. King, J. Lee, M. Warkentin, H. M. Chung (2002):
Electronic Commerce: A Managerial Perspective, Prentice Hall.

References:

R. Kalakota and A.B. Whinston (1998):
Electronic Commerce: A Manager's Guide, Addison Wesley.

G. P. Schneider, J.T. Perry (2000):
Electronic Commerce, Course Technology.

Grading System:

Midterm Exam: 25%
Final Exam: 40%
Project: 35%
All exams will normally be closed book.

Instructor: Dr. Peter Haddawy