| Course Title | E-Commerce and the Internet | | | | |
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| Course Code | CSE350 | | | | |
| Course Type | Compulsory | | | | |
| Level | Bachelor (1st cycle) | | | | |
| Year / Semester | 3rd year / 6th semester | | | | |
| Teacher's Name | TBA | | | | |
| ECTS | 6 | Lectures / week | 3 hours / 14 weeks | Laboratories / week | None |
| Course Purpose and Objectives | This course aims at examining the foundations, operation, and implications of e-Commerce in the Internet environment. The students are introduced Internet technologies, online market mechanisms, interactive customers, knowledge-based products, smart physical products and services, pricing in the Internet economy, online auctions and e-marketplaces, digital governance, policies for the Internet economy and an outlook for the new economy. | | | | |
| Learning Outcomes | Upon successful completion of this course students should be able to:<br><br>• Describe the opportunities and leading edge practices in e-Commerce, e-Publishing, e-Shopping, electronic distribution knowledge creation and dissemination.<br>• Describe the marketing, of people and organizations on the WWW.<br>• Analyze strengths and weaknesses of the Internet vs. commercial services.<br>• Assess the commercial potential of Internet related businesses.<br>• Identify the problems surrounding electronic commerce relating to security and privacy | | | | |
| Prerequisites | CSE200 | | Co-requisites | None | |
| Course Content | Introduction:<br>Introduction to Electronic Commerce; Introduction to Technology Infrastructures required for e-commerce; What is the Internet; What is the World Wide Web.<br><br>Strategies for e-Commerce:<br>Selling on the Web; Marketing on the Web; Business-to-Business Activities: Improving Efficiency and Reducing Costs; Social Networking, Mobile Commerce, and Online Auctions; The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues.<br><br>Technologies for e-Commerce:<br>Web Server Hardware and Software; Electronic Commerce Software; Electronic Commerce Security; Payment Systems for Electronic Commerce. | | | | |

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| | Integration:<br>Planning for Electronic Commerce. |
| Teaching Methodology | Face-to-face |
| Bibliography | Schneider, G. (2017) Electronic Commerce, Cengage<br><br>Laudon, K. C. and Traver, C. G. (2020) E-Commerce 2019: Business, Technology and Society, Pearson. |
| Assessment | |
| Language | English |

Assessment table:

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| Examinations | 65% |
| Assignments | 25% |
| Class Participation and attendance | 10% |