

# E-Commerce

**Prepared by Dr. Magdy Alhaj**

MGM 212

**Orientation Lecture**



# E-Commerce

## Orientation Lecture

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# COURSE OUTLINE

**Lecture 1: Introduction to e-business and e-commerce.**

**Lecture 2: E-commerce fundamentals.**

**Lecture 3: E-business infrastructure.**

**Lecture 4: - E-environment.**

**Lecture 5: E-business strategy**

**Lecture 6: E-procurement.**

**Lecture 7: E-marketing.**

**Lecture 8: Customer relationship management.**

**Lecture 9: Analysis and design.**

**Lecture 10: Challenges Facing E-Commerce**

# Introduction to e-business and e-commerce

- 1. Introduction.**
- 2. The impact of the electronic communications on traditional businesses.**
- 3. What is the difference between e-commerce and e-business?**
- 4. Define electronic commerce (EC) and Electronic business.**
- 5. Traditional Commerce v/s E-Commerce.**
- 6. Benefits of Doing Business Electronically.**

# E-commerce fundamentals

- 1. Introduction.**
- 2. The e-commerce environment.**
- 3. Location of trading in the marketplace.**
- 4. Business models for e-commerce.**
- 5. Focus on auction business models.**

Lecture

**03**

## **E-business infrastructure**

- 1. Introduction.**
- 2. Internet technology.**
- 3. Web technology.**
- 4. Managing e-business infrastructure.**

Lecture

04

# E- environment

- 1. Introduction**
- 2. Social and legal factors**
- 3. Environmental and green issues related to Internet**
- 4. Taxation**
- 5. Economic and competitive factors**
- 6. e-commerce and globalization**
- 7. Political factors**
- 8. E-government**
- 9. Technological innovation and technology assessment**

Lecture

05

# E-business strategy

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- 1. Introduction.**
  - 2. What is E-business strategy?**
  - 3. Strategic analysis.**
  - 4. Strategic objectives.**
  - 5. Strategy definition.**
  - 6. Strategy implementation.**
  - 7. Information systems strategy and e-business strategy.**

Lecture

06

# E-procurement

- 
- 1. Introduction.**
  - 2. What is e-procurement?**
  - 3. Estimating Focus on e-procurement costs.**
  - 4. Risks and impacts of e-procurement.**
  - 5. Implementing e-procurement.**
  - 6. Electronic B2B marketplaces.**
  - 7. The future of e-procurement?**

Lecture

07

# E-marketing

1. Introduction.
2. What is e-marketing?
3. E-marketing planning.
4. Situation analysis.
5. Objective setting.
6. Strategy.
7. Characteristics of new-media Focus on marketing communications.
8. Tactics.
9. Online branding.
10. Actions.
11. Control.

Lecture  
**08**

# Customer relationship management.

- 1. Introduction.**
- 2. What is E-CRM?**
- 3. Conversion marketing.**
- 4. The online buying process.**
- 5. Customer acquisition management.**
- 6. Customer retention management.**
- 7. Excelling in Focus on e-commerce service quality.**
- 8. Customer extension.**
- 9. Technology solutions for CRM.**

Lecture  
**09**

# Analysis and design

- 1. Introduction.**
- 2. Analysis for e-business.**
- 3. Process modelling.**
- 4. Data modelling.**
- 5. Design for e-business.**
- 6. User-centred site design.**
- 7. Security design for e-business.**



Lecture  
**10**

# Challenges Facing E-Commerce

- 1. Introduction.**
- 2. Challenges Facing E-Commerce**
- 3. E- commerce problems and solutions**
- 4. AI-Powered Personalization in E-Commerce**
- 5. Benefits of AI-Powered Personalization**
- 6. Challenges & Limitations**
- 7. Future Trends**

## Learning outcomes

- **Identify and apply relevant problem-solving methodologies**
- **Design components, systems and/or processes to meet required specifications for a web presence**
- **Demonstrate research skills**
- **Communicate effectively in ways appropriate to the discipline, audience and purpose.**

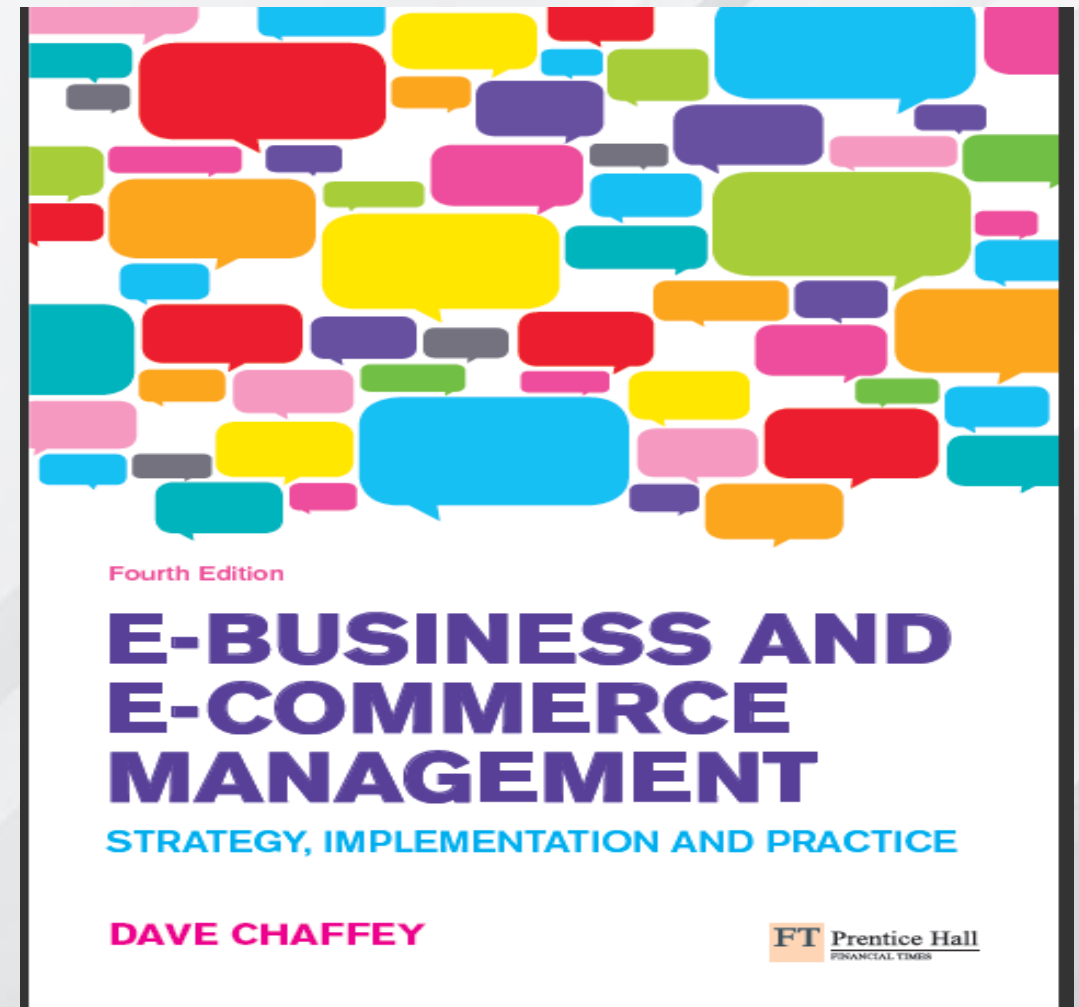
## Learning outcomes

- **Work as an effective member or leader of diverse teams within a multi-level, multi- disciplinary and multi-cultural setting for the Group Website Research Project**
- **Appreciate ethical implications of professional practice**
- **Be aware of global perspectives (needs, rules/regulations, and specifications).**

# References

1. E-Business and E-Commerce Management : strategy, implementation and practice, fourth edition.

By: dave chaffey.





Thank You