

E-Commerce

MGM 212

Orientation Lecture



E-Commerce

Orientation Lecture

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Prepared by
Dr. Adam Yagoub

TITLE OF LECTURE

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.**

TITLE OF LECTURE

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

TITLE OF LECTURE

E-business infrastructure

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

Lecture

04

TITLE OF LECTURE

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

TITLE OF LECTURE

E-business strategy

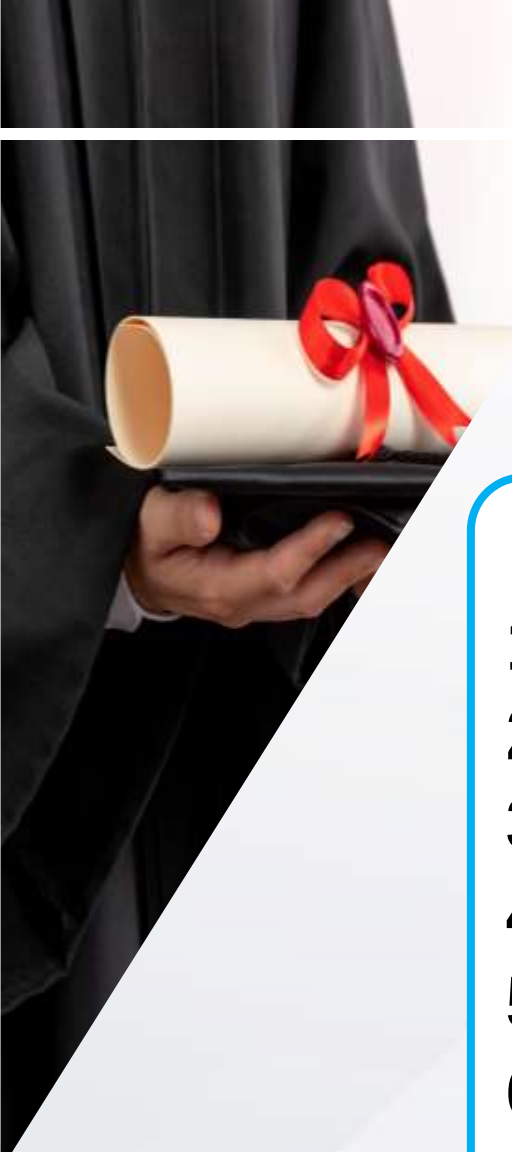
- 1.Introduction.**
- 2. What is e-business strategy?**
- 3. Strategic analysis.**
- 4. Strategic objectives.**
- 5. Strategy definition.**
- 6. Strategy implementation.**
- 7. Information systems strategy and e-business strategy.**

Lecture

06

TITLE OF LECTURE

E-procurement

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- 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

TITLE OF LECTURE

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-m Focus on edia marketing communications.**
- 8. Tactics.**
- 9. Online branding.**
- 10. Actions.**
- 11. Control.**

Lecture

08

TITLE OF LECTURE

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

TITLE OF LECTURE

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.**

- 1. Introduction.**
- 2. Alternatives for acquiring e-business systems.**
- 3. Testing.**
- 4. Changeover.**
- 5. Content management and maintenance.**
- 6. Measuring and improving performance Focus on of e-business systems.**

TITLE OF LECTURE

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.**

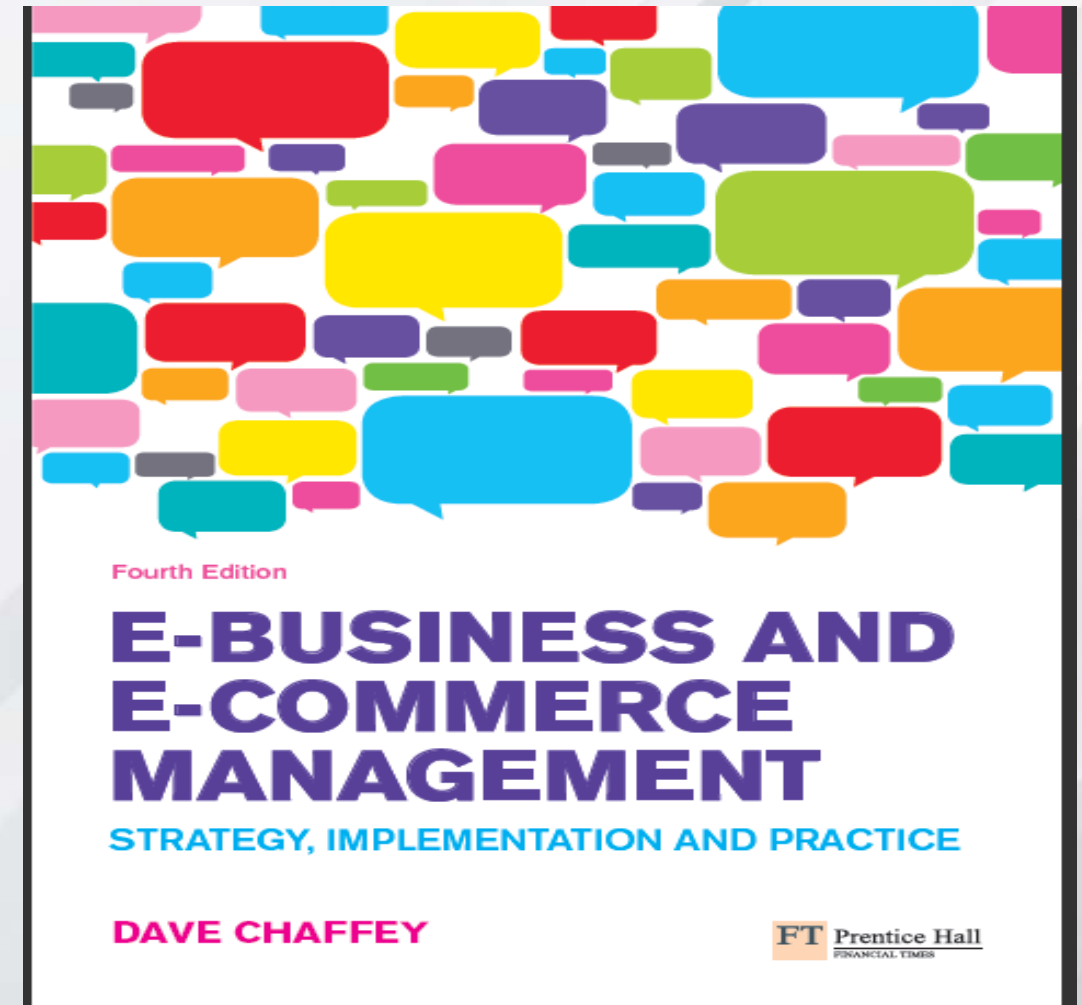
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Learning outcomes

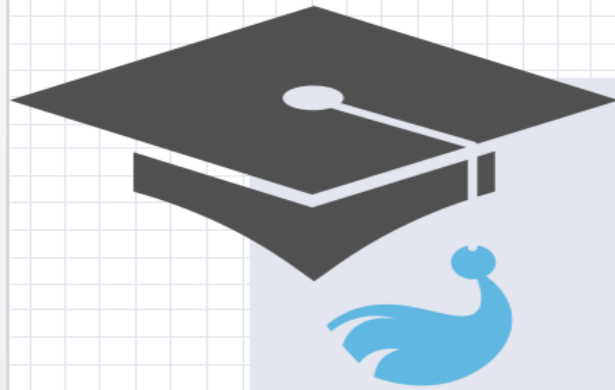
- Work as an effective member or leader of diverse teams within a multi-level, multi- disciplinary and multi-cultural setting for the Group Website Research Project**
- Appreciate ethical implications of professional practice**
- Be aware of global perspectives (needs, rules/regulations, and specifications).**

References

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



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Thank You

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