

E-Commerce

Prepared by
Dr. Magdy Alhaj

MGM 212

Orientation Lecture





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY

Orientation Lecture

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www.midocean.ae

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.**



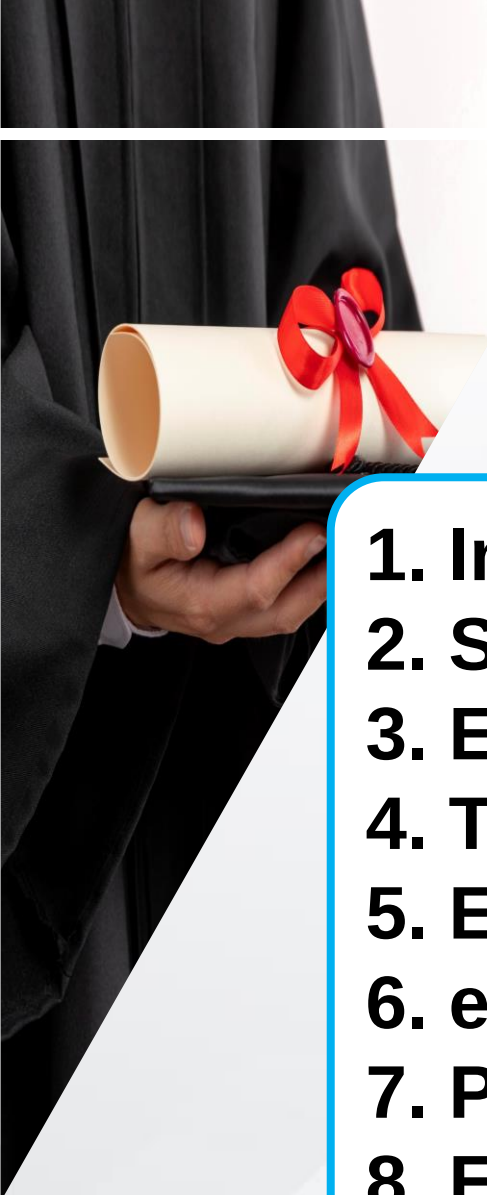
Lecture

03

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**

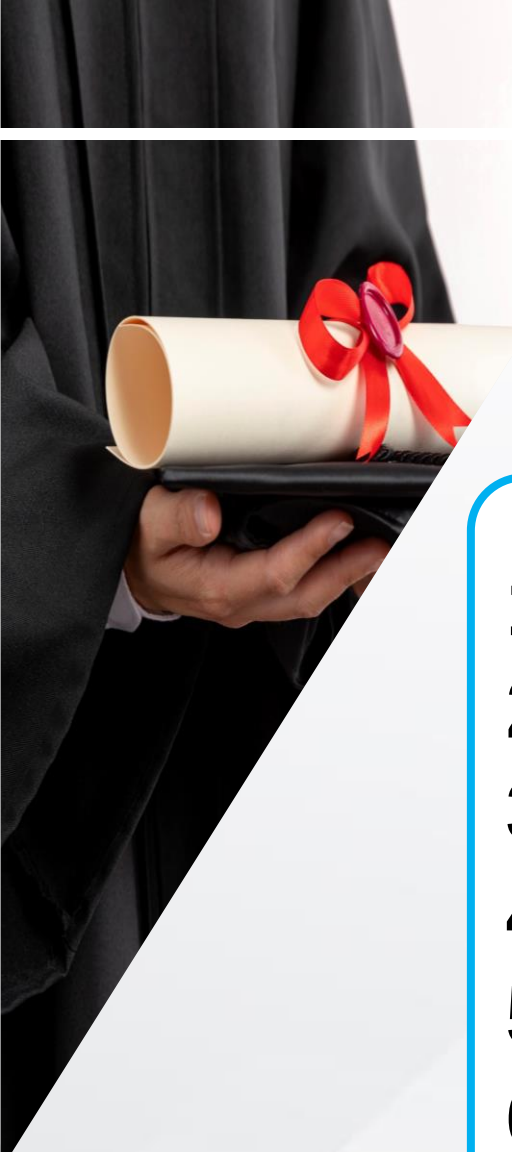
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05

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

- 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?**



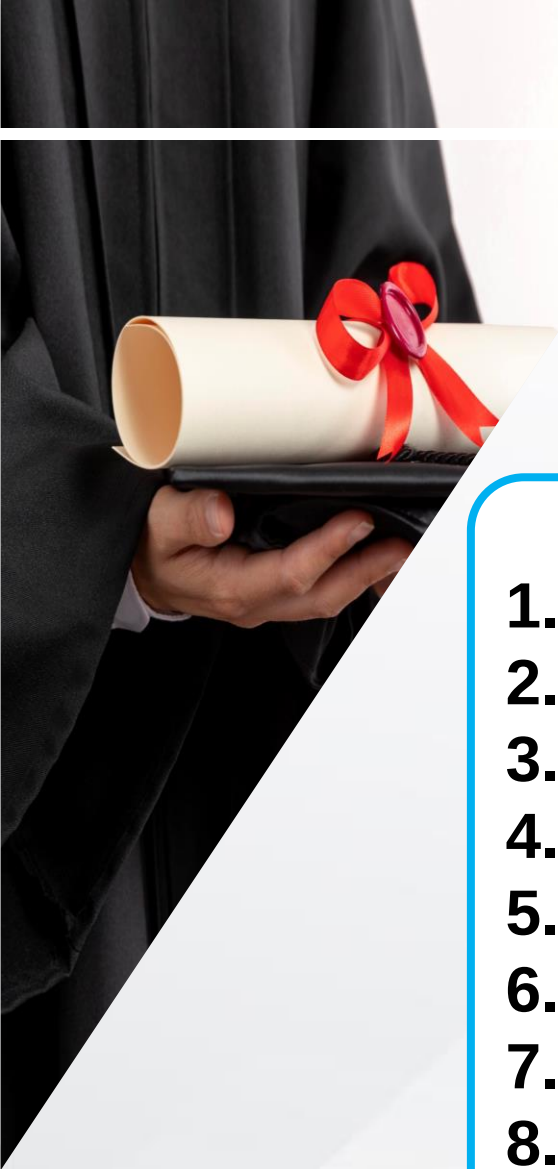
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07

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-media Focus on 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.**

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.**

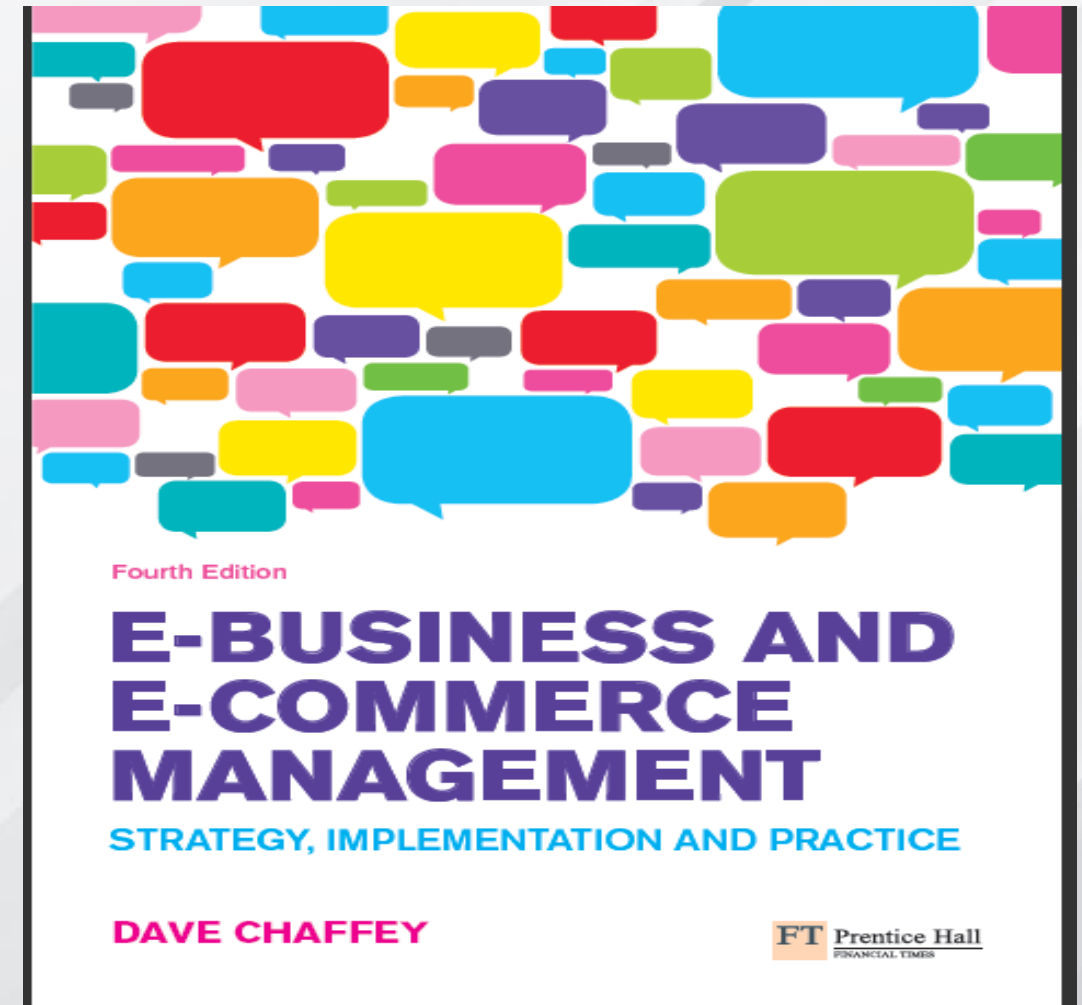
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Learning outcomes

- **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.**



E-Commerce

Be Ready



Our Mission

Our Mission is to promote knowledge, encourage



Our Values

We stand for scientific honesty in research and



Our Commitment



Our Promise

We do not prevent anyone from obtaining their right to

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