

Payap University
Bachelor of Science (Computer Information Systems)
Faculty of Science
2nd Semester / Academic Year 2010

1. Course: ICS423 Electronic Business Systems Credits: 3 (3-0-6)
Prerequisite: ICS341 Systems Analysis and Design

Course Description:

This course is an introduction to electronic business systems and other issues such as the Internet, computer networking, Internet applications, standards and security, and electronic payment systems. It includes information security technologies such as cryptography, digital signatures, key management and authentication as used in business environments.

2. Instructor's Name

Instructor: Dr. Seung-Hwan Kang (Full Time Instructor)
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Lecture Time: Tuesday 10.00 A.M. - 11.30 A.M., PC 213
Thursday 10.00 A.M. - 11.30 A.M., PC 213

3. Course Objectives

On completion of this course the students will be able to:

- Understand business models and key elements of electronic business.
- Know business to business strategies and enterprise application integration.
- Explain basic functions of online payment systems.
- Analyze e-business environments such as legal, ethical and tax issues.
- Demonstrate in-depth knowledge about security issues in e-business.
- Evaluate and choose appropriate technologies for a given e-business applications.
- Develop a plan for e-business systems application and manage the implementation.

4. Reading Material

4.1 Required textbook(s)

- Turban, E., Lee, J., King, D., McKay, J., and Marshall, P. (2008) *Electronic Commerce: A Managerial Perspective 2008*, 5th edn, Prentice Hall, New Jersey.

4.2 Supplementary reading materials

- Barrenechea, M. (2001) *E-Business or Out of Business: Oracle's Roadmap for Profiting in the New Economy*, McGraw-Hill, New York.
- Chaffey, D. (2002) *E-Business and E-Commerce Management: Strategy, Implementation and Practice*, 1st edn, Prentice Hall, Harlow, England.
- Knapp, M. (2003) *E-Commerce: Real Issues & Cases*, South-Western/Thomson Learning, Mason, Ohio.
- Napier, H., Rivers, O., Wagner, S., and Napier, JB. (2006) *Creating A Winning E-Business*, 2nd edn, Thomson Course Technology, Boston, Massachusetts.
- Samson, D. (2003) *E-Business: Value Creation for Management*, McGraw-Hill, Boston.
- Schneider, G. (2007) *Electronic Commerce*, 7th edn, Thomson Course Technology, Canada.
- Slyke, C. and Bélanger, F. (2003) *E-Business Technologies: Supporting the Net-Enhanced Organization*, John Wiley & Sons, Inc., USA.
- Smith, B., Ackeifi, C., Bradford, T., Gopalan, P., Maynard, J., Mryhij, A., Chmura, A., Dumdum, U., and James, J. (2004) *Student Edition: IBM e-business Technology, Solution, and Design Overview*, <http://www.redbooks.ibm.com/abstracts/sg247084.html>?Open Accessed: 3 September 2008.

Any readings and references are recommended only and are not intended to be an exhaustive list. Students are encouraged to use the library catalogue and databases to locate additional readings.

5. Course Syllabus

A proposed lecture schedule for the subject is as follows:

Week	Unit/Chapter	Content	Number of hours (No. of lecture hours /Lab)	Teaching and learning activity
1	Chapter 1	1. Overview of Electronic Commerce	3/0	
2	Chapter 2	2. E-Marketplaces: Structures, Mechanisms, Economics, and Impacts	3/0	
3	Chapter 3, Chapter 4	3. Retailing in Electronic Commerce: Products and Services (3.3-3.7, pp.105-125), 4. Consumer Behavior, Market Research, and Advertisement	3/0	Assignment #1 Due (10%)
4	Chapter 5	5. B2B E-Commerce: Selling and Buying in Private E-Markets	3/0	
5	Chapter 6	6. B2B Exchanges, Directories, and Other Support Services	3/0	
6	Chapter 7	7. E-Supply Chains, Collaborative Commerce, and Corporate Portals	3/0	
7	Chapter 8, Chapter 9	8. Innovative EC Systems: E-Government to E-Learning to C2C (8.6, pp. 393-400, 8.8, pp. 401-405), 9. Mobile Computing and Commerce and Pervasive Computing	3/0	
Midterm Exam				
8	Chapter 19	19. Building E-Commerce Applications and Infrastructure	3/0	Assignment #2 Due (10%)
9	Chapter 11	11. E-Commerce Security	3/0	
10	Chapter 12	12. Electronic Payment Systems	3/0	
11	Chapter 13	13. Order Fulfillment, eCRM, and Other Support Services (13.4-13.5, pp.606-620)	3/0	
12	Chapter 14	14. E-Commerce Strategy and Global EC	3/0	
13	Chapter 16, Chapter 17	16. Launching a Successful Online Business and EC Projects, 17. Legal, Ethical, and Compliance Issues in EC	3/0	
14	Chapter 18	18. Social Networks and Industry Disruptors in the Web 2.0 Environment	3/0	Assignment #3 Due (10%)
15		Course Review	3/0	
Final Exam				

- Changes to the above schedule will be posted via e-Learning space <http://elearning.payap.ac.th/>.
- Any information posted to the web site is deemed to have been notified to all students.
- Lecture slides are provided as PowerPoint presentations via e-Learning space.
- Assignment due date/time is at the beginning of the lecture class.

6. Evaluation

6.1. Assignments	30 %
6.2. Mid-term Examination	30 %
6.3. Final Examination	40 %
6.4. Total	100 %

7. Evaluation Criteria

- 7.1. Plagiarism is NOT tolerated in this course. Any students found plagiarizing will receive 0.
- 7.2. Students who have less than 80% attendance CANNOT take the final exam.
- 7.3. The evaluation is based on the *Payap University Grading Scale* shown as follow:

Range	Letter Grade	Score (4 point scale)
100-80	A	4
79-75	B+	3.5
74-70	B	3
69-65	C+	2.5
64-60	C	2
59-55	D+	1.5
54-50	D	1
49-0	F	0

- 7.4. The following “letter grades” may also be given:

“I”	Incomplete
“W”	Withdraw
“IP”	Course work in progress
“U”	Audit
“P”	Pass
“NP”	Not Pass
“IP”	Course work in progress