

Electronic Commerce Skills and Strategies - 70-854-01

There is almost no organization in today's business world that is not affected by the Internet and e-commerce. Manager's who have a deep understanding of both the technical underpinnings and strategic potential of applying the Internet to all aspects of business will be better equipped to guide their companies and better positioned to perform in the rapidly changing e-commerce environment. The purpose of this course is to introduce the issues, opportunities, types and challenges of electronic commerce and to develop the skills necessary to create an e-commerce strategy for an organization.

Required Textbook

Laudon, K.C., and Traver, C.G., E-Commerce: business. technology. society. 4th Edition, Addison Wesley, 2008. The complete textbook will be covered in this course and it is required reading. This requirement will still hold at the end of the semester!

Additional References and Resources

Michael Rappa's "Managing the Digital Enterprise" online open course:

<http://digitalenterprise.org/index.html>

Internet and E-commerce News Coverage: <http://www.internetnews.com/ec-news/>

BusinessWeek's Technology Coverage: <http://www.businessweek.com/ebiz/>

The UCLA Internet Report - Surveying the Digital Future, www.digitalcenter.org

The Journal of Internet Research <http://www.emeraldinsight.com/intr.htm>

Lecture Schedule

Lecture	Topic	Book Chapter
1	Introduction to E-commerce	1
2	Business Models	2
3	Business Models	2
4	Infrastructure	3
5	Infrastructure	3
6	Building Websites	4
7	Marketing Concepts	6
8	Marketing Communications	7
9	Retail Businesses	9
10	Content and Media	10
11	Social Networks, Auctions, and Portals	11
12	Business to Business E-Commerce	12

Grading: Exam 30%; Project 70%

Project: To research, design, justify, develop, and present an e-commerce strategy for a real organization of your choosing.

Please Note: Lectures will be given in HEBREW. The textbook is written in ENGLISH. The Course Project must be written in ENGLISH. This will improve your business plan writing and presentation skills and is an important part of your MBA education. This is not an online course. Full attendance in class is required.