
Faculty of Commerce & Business Administration

E-Commerce

Information :

Course Code : MIS 302

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Management Information Systems

Description :

The objective of this course is to help students achieve an understanding of general concepts of E-Commerce, how companies use it to create new products and services, achieve customer satisfaction, and improve the efficiency of their operations. By the end of the course, students should be able to identify and discuss E-Commerce definition and categories, evaluate the Product/ Process suitability to E-Commerce, realize advantages and disadvantages of E-Commerce, discuss the use of E-Commerce to reduce transaction costs and achieve competitive advantage, and identify E-Commerce opportunities as well as payment and security. This is done through business case approaches where real business cases are introduced illustrating important topics of the course and demonstrating relevance to the current practice of E-Commerce.

Books :

Book	Author	Publisher
Electronic Commerce: A Managerial and Social Networks Perspective	Efraim Turban , David King	Springer