

## Faculty of Commerce & Business Administration

### E-Commerce

#### Information :

**Course Code :** BIT 225

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Faculty of Commerce & Business Administration

#### Instructor Information :

Title	Name	Office hours
Professor	GHADA REFAAT MOHAMED ELSAID	7

#### Description :

Explain how electronic commerce can be used to create a competitive advantage for an organization; Analyze the strengths and weaknesses of different business models related to B2B and B2C electronic commerce; Analyze a business case and identify strengths and weaknesses in the organization's e-commerce strategy; Explain many technical, ethical, and policy issues in electronic commerce (e.g., data mining, security, privacy, and intellectual property rights) as well as how individuals, organizations, and policy makers are addressing these problems. Explain the effects of policy decisions on e-commerce and businesses.