

Course Description

It would be an understatement to say that the Internet has created frantic investment and hype over the last nine years. Strategies are maturing, and it seems that a compromise between the online and physical world is likely to be effective; the usefulness of incorporating bricks with clicks emerged about 3 years ago. Customer relationship and supply chain management serve to handle the input and output streams, and back end processes tie them together.

The business world completely ignored the Internet until 1994, then became completely obsessed with it. The most recent survey (which has not been updated since then) tells us that as of September 2002 there are over 606 million potential current customers (current users) worldwide.

Because this course is an IS course and is meant to expose contemporary managerial thought associated with a new and dynamic environment, the information technologies associated with the delivery of Internet sites, etc. will be only briefly mentioned. If the student has an interest in learning to build web pages or to develop databases, search engines, intelligent agents, etc., the instructor suggests different projects for this course. For this Course Internet Application course will be very helpful because students will learn the technology in this subject and will apply it in E-commerce course.

Learning Objectives:

- Understanding of a broad range of Internet tools
- Exposure to options for developing basic Internet applications (Front Page, VB.Net, and Active Server Pages for linkages to databases)
- Business models and applications
- Benefits and risks
- Developing an Internet Business Plan
- Explain how electronic commerce can be used to create a strategic competitive advantage for an enterprise
- Describe some of the best practices in Ecommerce that are currently available to managers.

Text Book:

- Turban, Efraim (with King, Lee, and Viehland). Electronic Commerce 2012: A Managerial Perspective published by Prentice Hall

Supplementary Materials:

- The Companion Website provides additional resources that might be helpful to students, and it can be accessed http://wps.prenhall.com/bp_turban_ec_2010/
- PowerPoint slides for all twelve chapters of the textbook are available. In order to conserve paper, students should print the slides in pure black and white and in a six-slide handout

format. It is very important that students have these lecture notes available for discussion during every class.

Grading:

- 1st Mid Term Exam 20%
- 2nd Mid Term Exam 15%
- Assignment 5%
- Lab and Project 15%
- Quizzes 5%
- Final Exam 40%