

COURSE OUTLINE [MISB2013] E BUSINESS

Course Requirements

Students taking this course must have basic knowledge about Internet, Website using, social media application, e-Commerce Categories

Course Objective

The course introduces the fundamentals and infrastructure of e-Business to familiarize students with related new technology development. It also discusses how e-Business differs from traditional business in terms of business processes and activities such distribution, wholesale, retail, and how students can learn to set business strategies with e-Business. Students are expected to understand recent developments in e-Business and be able to employ e-Business strategically to enhance business processes. Students will learn how to apply skills and knowledge in planning and designing a business-to-business (B2B) or business-to consumer (B2C) e-Business. The e-Business course will also emphasis on understanding current e-business models, strategies with basic know about designing start-up website. This course covers everything required to know about starting an e-commerce store in Pakistan and run it smoothly.

Course Learning Outcome

The course aims to provide students with the basic business knowledge necessary for The course strives to enable students to:

CLO 1: Understand the importance e-business and its concepts and how it is different from e-commerce, e-business models and infrastructure.

CLO2: Inspire students with online business ideas and motivate them to apply what they learned in the real life.

CLO 3: Analyse the potential impacts of different e-Business strategies; the ability to evaluate the effects of business issues in relation to various e-Business models.

Teaching-Learning Methodology

1. Prezi and PPT 2. Case Study - 8 in Current Course 3. 4 Quizzes 4. Theoretical and Practical Assignments - 4 5. Students Active Class Participation- Metrics will be defined 6. Project work - Designing a start-up website

Text Books

Electronic Commerce

Author: Gary P. Schneider,[9th Edition]

Ebiz The Anatomy Of Electronic Business

Becker, Annie



Ebiz The Anatomy Of Electronic Business:

E.biz Geoffrey Sampson,2003-11-24 This is a clear guide to the fundamentals of e business and e commerce It provides the background knowledge required for computing and IT students to make the transition from studying the technologies to actually applying them in real life business scenarios A selection of case studies is used **Business Week** ,2000

Forthcoming Books Rose Army,2001 □□□□□□□□□□ ,2001 **Electronic Commerce** ,2000-06-01 Introduction to e-Business Colin Combe,2012-07-26 An Introduction to e Business provides the contemporary knowledge of the key issues affecting the modern e business environment and links theory and practice of management strategies relating to e business This book brings together the most cogent themes for an introduction to e business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education It brings together theoretical perspectives based on academic research and the application of e business strategies These concepts are further explored in the six case studies that follow the set chapters This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e business To fully appreciate the e business environment it is necessary to understand the links between the different disciplines that come together to form **Digital Business** Eloise Coupey,2016-09-16 As businesses adapt to the realities of the digital world and build on the hard won insights of the digital business pioneers increasing importance is placed on the need to understand how traditional concepts of business strategy and implementation are influenced by the Internet and to identify the novel aspects of business that are made possible by the Internet That is why this book was written How do you succeed in the digital business environment How do you make the transition from offline to online What aspects of your business will be affected and how should you manage them Digital Business Concepts and Strategies will help you develop the skills necessary to understand and integrate Internet technology and characteristics into business activity for attaining strategic objectives *Start Right in E-Business* Bennet Lientz,Kathryn Rea,2009-11-03 E business occurs when a company has established critical business procedures and activities to support e commerce transactions Using this definition e commerce is part of e business a company needs e commerce to implement e business Utilizing e commerce however does not mean that a company has transformed into an e business E business is implemented only when a company changes its internal procedures to take advantage of the e commerce technologies Interest in the evolution e volution of e commerce into e business is a growth field With the early November announcement that GM and Ford were forming online marketplaces for their suppliers they placed themselves at the center of new e business ecosystems that will transform their entire way of doing business Many firms are increasingly discovering opportunities to move away from simply selling products on the Internet to being able to reinvent their conventional supply chains as in the auto makers case and to being able to offer custom built products as Dell Computers does now **What is e-business** Feng Li,2006-09-11 Based on fifteen years experience teaching e Business modules Feng Li takes the reader through the vast

range of topics and issues surrounding e business This much needed new text gives business and technology students the integrated framework they need to interpret conflicting and rapidly changing business phenomena A coherent introduction to e business Features case studies of the transformation of various industries including banking the music industry e tailing the telecoms industry and e public services Discusses emerging issues such as privacy security identity and presence in the cyber world Internet marketing legal regulatory social and political issues Supported by online lecturer and student resources available soon *Electronic Business: Concepts, Methodologies, Tools, and Applications* Lee, In,2008-12-31 Enhances libraries worldwide through top research compilations from over 250 international authors in the field of e business *Electronic Business* Bernd W. Wirtz,2020-08-15 Electronic Business ist ein wesentlicher Erfolgs und Wettbewerbsfaktor f r Unternehmen aus den verschiedensten Branchen Vor diesem Hintergrund behandelt das Buch die Grundlagen Entwicklungsm glichkeiten und Gesch ftsmodelle Neben operativen Managementthemen werden auch spezifische Wettbewerbsstrategien und Erl smodelle dargestellt [Electronic Commerce: Concepts, Methodologies, Tools, and Applications](#) Becker, Annie,2007-12-31 Compiles top research from the world s leading experts on many topics related to electronic commerce Covers topics including mobile commerce virtual enterprises business to business applications Web services and enterprise methodologies **Electronic Commerce** Parag Diwan,Sunil Sharma,2000 [eBusiness & eCommerce](#) Andreas Meier, Henrik Stormer,2009-03-26 This textbook focuses on the members of the digital value chain of eBusiness and eCommerce and dedicates a separate chapter to each member part eProducts it is also suitable for executives project leaders and company experts who deal with the digital value chain **Electronic Business & Commerce** Michael Chesher,Rukesh Kaura,Peter Linton,2002-10-24 Intended as a student text for undergraduate courses this volume provides the reader with a sound foundation in the basic concepts of electronic commerce and business communications It includes numerous examples schematics and case studies to enhance the learning experience Topics covered range from organizational issues and the evolution of business to business and business to consumer marketplaces to supply management collaborative commerce and mobile commerce [E-business In The 21st Century: Realities, Challenges And Outlook](#) Jun Xu,Mohammed Quaddus,2009-09-04 Embarking on electronic business is a challenging task There is also a lack of clear understanding and comprehensive analysis of various issues and domains of electronic business This book offers a very comprehensive analysis of concepts models and infrastructures of e business It also presents unique observations of current e business practices for different organizations in different economies and provides insights on the future of current leading businesses on the net and the trends of e business The volume will be an effective and indispensable reference book for professionals who are interested in or dealing with e business and businesses that are embarking on e business

Advances in Electronic Business, Volume 1 Li, Eldon Y.,Du, Timon C.,2004-07-31 Advances in Electronic Business advances the understanding of management methods information technology and their joint application in business

processes The applications of electronic commerce draw great attention of the practitioners in applying digital technologies to the buy and sell activities This timely book addresses the importance of management and technology issues in electronic business including collaborative design collaborative engineering collaborative decision making electronic collaboration communication and cooperation workflow collaboration knowledge networking collaborative e learning costs and benefits analysis of collaboration collaborative transportation and ethics Digital Business and Electronic Commerce Bernd W. Wirtz, 2024-06-04 This textbook introduces readers to digital business from a management standpoint It provides an overview of the foundations of digital business with basics activities and success factors and an analytical view on user behavior Dedicated chapters on mobile and social media present fundamental aspects discuss applications and address key success factors The Internet of Things IoT is subsequently introduced in the context of big data cloud computing and connecting technologies with a focus on industry 4.0 and the industrial metaverse In addition areas such as smart business services smart homes and digital consumer applications as well as artificial intelligence quantum computing and automation based on artificial intelligence will be analysed The book then turns to digital business models in the B2C business to consumer and B2B business to business sectors Building on the business model concepts the book addresses digital business strategy discussing the strategic digital business environment and digital business value activity systems dVAs as well as strategy development in the context of digital business Special chapters explore the implications of strategy for digital marketing and digital procurement Lastly the book discusses the fundamentals of digital business technologies and security and provides an outline of digital business implementation A comprehensive case study on Google Alphabet explaining Google's organizational history its integrated business model and its market environment rounds out the book *E-business 2.0* Ravi Kalakota, Marcia Robinson, 2001 This title seeks to explain how to choose and implement the right e business infrastructure and how to deliver the strategies you have created It uses case studies to illustrate the successes and failures of e business initiatives **E-commerce Basics** William S. Davis, John Benamati, 2003 In *E Commerce Basics* the authors introduce the basic technological infrastructure and basic business issues to understand when analyzing the feasibility of e commerce initiatives The book uses a layered approach that first presents the basic web technology that supports all e business then presents the e commerce business issues and then revisits the technology to discuss the challenges in bringing businesses on to the web Since the web wasn't created for business purposes the issues of combining business applications in a technical environment are examined This layered approach gives the reader an Understanding of the underlying infrastructure and how traditional business issues should be considered when considering e commerce and thus makes it easier to grasp the strengths limitations and implications of various e commerce solutions When discussing the business of ecommerce the layered approach reflects on traditional business models used to measure successes such as profit and return on investment Layered Approach Takes a layered approach that stresses the technology infrastructure and the business issues surrounding

the integration of business and technology

Ebiz The Anatomy Of Electronic Business Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Ebiz The Anatomy Of Electronic Business**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

<https://gandalf.roeckerfam.com/public/scholarship/fetch.php/Beware%20The%20Pretenders.pdf>

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