

Course Title	e- COMMERCE
Course Code	MKT 228
Course Purpose and Objectives	This course aims to provide knowledge on e-Commerce and its operation over the internet. Participants will learn about the development of e-business, distinguish and compare e-commerce with conventional commerce, and examine the hurdles encountered in internet-based business activities. Additionally, the course covers evaluation of key e-business domains including marketing, finance, sales, technology, security, and legal considerations. Students will explore different methods for creating a website.
Learning Outcomes	<ol style="list-style-type: none"> 1. Define the fundamental principles of e-commerce, assess the development of e-business in the context of the digital revolution, and critique their evolution over time. 2. Describe the characteristics that distinguish different e-commerce business models, using classification to differentiate among them. 3. Summarize the technological foundation necessary for e-commerce and identify potential security challenges associated with these technologies. 4. Outline the steps involved in website creation, emphasizing the selection of technologies essential for supporting online marketing and procurement in an e-commerce setting. 5. Explain e-commerce concepts, and appraise their effectiveness in the digital marketplace.
Course Content	<ul style="list-style-type: none"> • E-business and e-commerce overview • E-commerce business models and strategies • Technological foundations for e-commerce • Developing an e-commerce website • Online security and payment solutions • E-commerce business and social dimensions • E-commerce marketing principles • Legal, ethical, and social challenges in e-commerce • E-commerce applications • Online retail and services