

Course Syllabus

1. **Name of Curriculum** Bachelor of Science Program in Computer Science
International College, Mahidol University
2. **Course Code** ICCS 479 Electronic Commerce
3. **Number of Credits** 4 (4-0)
4. **Prerequisite** ICCS 323 Computer Data Communication
5. **Type of Course** Elective Computer Sciences Major Courses
6. **Trimester/ Academic Year**
7. **Course Description** Students will learn how e-commerce is being used in today's business environment. Concepts such as the history of credit, the emergence of e-commerce, relationships between e-commerce, banking and the organization, e-commerce and the value chain, and types of payment systems. Additionally, a comparison between e-commerce and traditional business practices, organizational support systems, developing a strategy for e-commerce, business on the Internet, data encryption and global difficulties in implementing e-commerce will be discussed.
8. **Course Objectives** The course aims to help students develop a practical understanding of electronic commerce. At the end of the course, students should be able to:
 - Understand the threats and opportunities of electronic commerce
 - Develop business models for electronic commerce organizations
 - Design web sites that support business models

9. Course Outline

Week	Topic		Instructor
	Lecture/Seminar	Hour	
1	Introduction	4	
2	Framework for e-Commerce	4	
3	Basic Technology of the Internet and the Web	4	
4	Market Opportunity Analysis	4	
5	Business Models	4	
6	Strategy Formulation: Customer Interface	4	
7	Market Communications and Branding	4	
8	Implementation	4	
9	Metrics	4	
10	Website Development Process	4	
11	Site Architecture	4	

10. Teaching Methods Lecture, Practical Exercises, Self Study

11. Teaching Media Texts and teaching materials, Presentations

12. Course Achievement Assessment made form the set-forward criteria:- student who gets 90% up, will have Grade A

13. Course Evaluation

Final Exam	25 %
Midterm Exam	25 %
Project and Assignment	35 %
Quiz and Attendance	15 %
Total	<u>100%</u>

90% or more	A
85% - 89%	B+
80% - 84%	B
75% - 79%	C+
70% - 74%	C
65% - 69%	D+
60% - 64%	D
Below 60%	F

14. References

- Introduction to e-commerce By Jeffrey F. Rayport and Bernard J. Jaworski

15. Instructors

16. Course Coordinator

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