



**AMERICAN UNIVERSITY
OF CYPRUS**

Course Code EL471	Course Name E-Commerce and the Internet	ECTS Credit 5
Pre-Requisite	Course Type Elective	Language of Instruction English
Year of Study 4 th / 7 th	Level of Course BSc/1st Cycle	Mode of Delivery On Campus

Course Objectives:

The aim of the course is to examine the foundations, functions and effects of e-commerce in the online environment. Students are introduced to Internet technologies, online marketing mechanisms, knowledge based products, smart products and services, pricing in the internet economy, online auctions and online shopping, eGovernment, Internet economy policies and forecasts for the new economy.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Describe cutting-edge opportunities and practices in e-commerce, publishing, sales, e-distribution, knowledge creation and diffusion.
- Describe the marketing of individuals and organizations on the Internet
- Analyze the advantages and disadvantages of Internet vs. commercial services
- Evaluate business opportunities for business related to the Internet
- Clarify the problems surrounding Electronic Commerce in relation to security and personal data security

Teaching Methodology:

Lectures 42 hours

Course Content

The Electronic Commerce Revolution: The Start of E-Commerce, the Difference From the Online Business and the Basic Concepts.

Business models and concepts of e-commerce: the main business models and concepts of e-Commerce, the main business models of B2B B2B business, e-commerce catalysts.

The required infrastructure: the Internet and the World Wide Web, the Internet technology background, the current Internet form, the future of the Internet, features and services of the Web, mobile applications.

Building the Web presence: choosing hardware and software, choosing Ecommerce website tools, developing a mobile website, and building mobile applications.

Electronic Security and Payment Systems: Security Environment in E-Commerce, E-Commerce Security Threats, Technology Solutions, Management Policies, Business Processes and Legislation, Payment Systems.

Marketing concepts in e-commerce: Social, Mobile and Local, Internet marketing technologies.

E-commerce marketing communications: Ethical, social and political issues in e-commerce, information and information rights, information collected on e-commerce websites, social network and privacy, copyright.

E-Retail and Services: the e-commerce industry, sustainability analysis, creation of electronic material, online travel services, online promotional services.

Online Material and Media: online editions, online entertainment industry,

Social Networks, Auctions and Portals: social networking and communities, online auctions and e-commerce gateways.

B2B B2C e-commerce: supply chain, B2B e-Commerce and Supply Chain Management, networking, private industrial networks, management and cooperative trade.

Assessment Methods:

Final Exam.

Required Textbooks/Reading:

Title	Author(s)	Publisher	Year
E-Commerce	Kenneth C. Laudon & Carol Guercio Traver	Pearson	2017