

## Global Learning Semesters

### Course Syllabus

Course: MBA-734 Managing e-commerce systems

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA-734	Managing e-commerce systems	3.7
Semester Offered	Contact Hours	Prerequisites
Summer	42	Completion of at least half of the Core Courses
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

### Course Description

1. Understand organizational value and supply chain concepts and distinguishing characteristics of traditional versus evolving organizations utilizing Internet technologies.
2. Identify and distinguish between types of e-commerce business relationship types including B2b, B2C, B2G, C2C, C2G and G2G.
3. Analyze how consumer issues are solved in e-commerce systems including shopping carts, returns, human computer interface designs, interactions with payment processing mechanisms and relations to information technology development and support.
4. Develop a structured framework regarding security, privacy, protection of intellectual property, ethics, regulatory policy issues and international and cross-cultural commerce for e-businesses, and recommend processes whereby these issues could be addressed.
5. Present, discuss and explain hardware and software system components commonly utilized in e-commerce implementations. Use international standards to design, implement and roll out e-commerce solutions.

### Instructor

Dr. Angeliki Kokkinaki

### Course Aims and Objectives

This course will provide the students with an analytical and technical framework to examine and understand the linkage of organizational strategy and electronic methods of delivering products, services and exchanges in inter-organizational, national and global environments.

### Teaching Methods

The course is delivered through a mixture of lectures, tutorials and practical exercises and assignments.  
Course Teaching Hours

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42 hours (lectures/presentations). The course is delivered during the summer session (10 days module).

## Evaluation and Grading

Mid-Term:	40%
Final Assignment:	50%
Participation:	10%

## Readings and Resources

### Required Textbook

King, D., Lee, J., Warkentin, M. and Chung, M (2002). Electronic Commerce, A Managerial Perspective, International Edition, Prentice Hall

### Recommended Reading

Deitel, H. M., Deitel, P.J. and Nieto, T.R. (2001). E-Business and E-Commerce: How to Program, Prentice Hall, ISBN 0-13-028419-X.