



## COURSE SYLLABUS **Electronic Commerce, 7.5 credits**

### *Electronic Commerce, 7,5 högskolepoäng*

---

<b>Course Code:</b>	MLAG13	<b>Education Cycle:</b>	First-cycle level
<b>Confirmed by:</b>	Council for Undergraduate and Masters Education Jan 4, 2013	<b>Disciplinary domain:</b>	Technology
<b>Revised by:</b>	Council for Undergraduate and Masters Education Jun 21, 2016	<b>Subject group:</b>	IF1
<b>Valid From:</b>	Aug 22, 2016	<b>Specialised in:</b>	G1N
<b>Version:</b>	5	<b>Main field of study:</b>	Informatics
<b>Reg number:</b>	IHH 2016/2658-313		

---

### **Intended Learning Outcomes (ILO)**

On completion of the course the students will be able to:

Knowledge and understanding

- 1) Define and describe basic concepts and relationships in business-to-consumer and business-to-business markets as well as major themes and new aspects of marketing and Internet business models.
- 2) Recognize and describe the unique features of major types of electronic commerce and explain business, technical and social issues raised by electronic commerce.

Skills and abilities

- 3) Apply the ability to identify, articulate and communicate, both individually and in groups, models and theoretical concepts applied in electronic commerce.
- 4) Apply project skills and the ability to use open source electronic commerce solutions.
- 5) Recognize the importance of time and personal responsibility in contributing to respectful and effective interaction when working with assignments.

Judgement and approach

- 6) Synthesize prior theoretical and experiential knowledge in the implementation of online services.
- 7) Present and reflect on own work and evaluate peer work.

### **Contents**

The course contents present basic knowledge of electronic commerce and its main themes, business, technology and society. The business aspect covers the business-to-consumer and business-to-business markets with a focus on new aspects of marketing and business models brought by the Internet and social media. The technology aspect covers electronic commerce infrastructure, design and technological innovations as driving forces behind electronic commerce and its evolution, growth and consequences on business communication. The social aspect considers ethical controversies and legal developments related to electronic commerce.

## Type of instruction

Lectures, seminars and workshops.

The teaching is conducted in English.

## Prerequisites

General entry requirements and Civics A, English B, Mathematics C Or: Civics 1b / 1a1 +1a2, Mathematics 3b / 3c (Field-specific entry requirements 4) and required grade Passed/E or the equivalent.

## Examination and grades

The course is graded A, B, C, D, E, FX or F.

Examination consists of individual and group assignments, and a written exam. The assignments represent 50% of the final course grade, and 50% is represented by the written exam.

Resubmission of assignments due to failure to meet assigned deadlines or to reach a passing grade on assignments will be graded during the re-examination period of the course and will receive a grade not exceeding 60% for the assignment in question.

The final course grade is based on the combined result of assignments and the written exam.

The final grade is issued when all course units have been passed.

ILO 1 and 2 will be examined through written individual examination

ILO 3,4,5,6 and 7 will be examined through individual and group assignments.

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

## Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

## Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and

examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### **Course literature**

Literature

Schneider, G.P. (2016). *Electronic Commerce*, (12th ed.). Cengage Learning.

Articles and Internet sources.