Course Description

Overview of theories and techniques for e-business and e-commerce management and operations. Topics include understanding and undertaking e-business activities, and an introduction to resources and information required for understanding and undertaking e-business activities.

Prerequisites

None

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Describe concepts related to Internet history, advancements, and future challenges.
2. Define e-business and e-commerce as well as the characteristics of various e-business models.
3. Summarize the steps for creating a business plan and the steps for developing an e-business.
4. Identify the methods, models, and associated security issues for conducting online monetary transactions.
5. Describe the Internet, wireless, and security protocol technologies available today and in the future.
6. Summarize the characteristic and challenges facing various Internet marketing, promotions, and public relations tools and strategies.
7. Describe legal, taxation, and globalization considerations affecting e-business and e-commerce.
8. Identify the impact of the Internet and e-business on social issues, political issues, and the workplace.
9. Summarize key topics in web accessibility for people with disabilities.
10. Outline industries with a strong e-business presence and identify issues impacting these industries.
12. Describe the advancements and challenges in the e-publishing, online entertainment, and online career services industries.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Topical Outline

Unit I: Introduction to E-Business and E-Commerce Fundamentals Part I

Unit II: Introduction to E-Business and E-Commerce Fundamentals Part II

Unit III: Strategy and Applications Part I
Course Structure

1. **Summary of Course Unit**: summarizes key issues in the assigned chapters and is supplemented with additional readings or Internet sources to provide broader subject matter application and professional relevance.
2. **Unit Learning Objectives**: details are available in each course unit.
3. **Key Terms**: are available with page references in each unit.
4. **Reading Assignments**: include approximately 1-4 textbook chapters in each Course Unit.
5. **Unit Assessments**: contain both objective and subjective type questions. Students are required to take unit assessments at the completion of each unit. Objective type assessments may include multiple choice, multiple answer, matching, ordering etc. Objective Assessments are normally delivered to students as a 10 question assessments.
6. **Case Study**: Information about this assignment is included below and also in Unit VIII. The Case Study is due in Unit VIII.

Case Study

A document titled “CSU APA Guidelines Summary” is available for you to view on the Online Resources Page found in the myCSU Student Portal. This document provides links to several Internet sites that provide comprehensive information on APA formatting, including examples and sample papers. Read the case below and answer the questions that follow in a 4-6 page paper. Your paper should include a properly formatted title page, reference page and in text citations. Utilize at least three (3) external resources in your paper.

Hamleys e-tail


Hamleys' up-market website offers unusual gifts and collectors’ items. By Kim Thomas

Hamleys toy shop in London's Regent Street seems quintessentially British, so it may come as a surprise to learn that the majority of the sales from its website are to the US. This is not an accident, however. The content and appearance of the shop's e-commerce site have been carefully designed to attract a very particular kind of customer: those who have the money to spend on expensive toys, but little time to visit toy shops.

While its London store stocks approximately 40,000 toys, the site offers only a small fraction of that number. There are already numerous toyshops online offering cheap, plentiful toys aimed at the mass market. Hamleys wanted to differentiate itself, so it called in Equire, an e-commerce company specializing in designing and hosting websites for retailers of luxury items, including Links of London and jewelers Van Peterson.

Hamleys and Equire decided to use the website to sell goods it was difficult to obtain anywhere else: Steiff bears, die-cast figures and other collectors’ items. Apart from collectors, says Pete Matthews, Equire founder and chairman, customers tend to be parents and grandparents looking for unusual gifts.

An article in the New York Times before Father's Day, for example, resulted in the site selling a large number of gold-plated models of the James Bond Aston Martin.

Because the brand name is crucial to the kind of customers Hamleys wants to attract, the look of the site (www.hamleys.com) is also distinctive, with numerous graphics and animations, a prominent Hamleys logo on each page and menu options with names such as Collectables, Exclusive and Executive.
As well as designing and hosting the website, Equire manages all other aspects of the e-commerce operation, including holding the stock in its warehouse, taking care of orders and delivery, and running the customer care centre. Its financial arrangement with Hamleys is unusual: instead of charging a large fee for hosting the site, it charges a smaller fee and takes a cut of the revenue. The idea is that it has a stake in making sure the site works, giving the customer confidence that it will do the job well.

It also means a smaller investment for the customer. “The typical cost of implementing an infrastructure like ours would be in the many millions of dollars. Typically, Equire’s customers don't contribute anything like that,” says Mr. Matthews. Because of the site’s target customers, speed of delivery is important. Some e-commerce sites have become notorious for not being able to fulfill orders quickly or efficiently. But Mr. Matthews says most of the US orders are delivered within three days — and many in fewer than that.

The Hamleys site uses the Broadvision e-commerce platform, which is integrated with the call centre, the fulfillment center and Equire’s dispatch partners, who allow online tracking of every parcel. “When an order comes in, it automatically informs the customer-care centre. At the same time, it tells the fulfillment centre an order has come in and needs to go out today. It gets picked, packed, gift-wrapped and dispatched and is then tracked throughout its life via our dispatch partners, UPS and Parcelforce,” says Mr. Matthews. Returns are low – less than two per cent.

Recently, Hamleys has announced a drop in profits. Part of its plan for drawing in more revenue is to expand the website to include a wider range of toys: 50 per cent of calls and e-mails to the customer care centre are inquiries about toys not stocked on the site. Instead of simply increasing sales to existing customers, the site has given Hamleys the opportunity to attract many new customers who, according to Mr. Matthews, spend more on an average visit to the site than visitors to the London shop. Other planned improvements include greater emphasis on “personalization”, so that customers will be guided to their particular interests.

Mr. Matthews believes his company has a model that works. “Over a period of five years, we’re able to deliver a very healthy net margin, their revenues flow to the bottom line, they have no depreciation or amortization to consider, while we deliver them net incremental revenue, and we help to build brand franchise outside their immediate geography.”

Questions:

1. What best practice principles of marketing/e-marketing does this case indicate?
2. Visit the web site (www.hamleys.com) and assess changes in strategy since the article was written.
3. Also comments on the effectiveness of its design using the criteria described in the Focus On section in Chapter 12.

SUBMITTING COURSE PAPER/PROJECTS
Once you have completed your final case study, submit by uploading it through the Case Study tab in the course menu. Do not e-mail your paper directly to your professor. By using the Case Study tab in the course menu, your university record will automatically be updated to indicate you have submitted your paper and the paper will be provided to your professor for grading.

CSU GRADING RUBRIC FOR PAPERS/PROJECTS
The course Article Critique will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria specified in the project directions. To view the rubric, click the link below.
Grading Rubric

Grading

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<th>Unit Assessments (8 @ 10%)</th>
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