NORTH SOUTH UNIVERSITY
SCHOOL OF BUSINESS AND ECONOMICS

Department of Management

Course Name:	E-Business
Course Code & Section No:	MIS 207
Semester:	Spring, 2024

INSTRUCTOR & DEPARTMENT INFORMATION

1. Instructor Name:	Prof. Md. Mahbubul Alam, PhD
2. Office Room:	NAC 983
3. Office Hours:	RA 10.00-10.50 am, 1.30-3.00 pm (Offline)
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COURSE & SECTION INFORMATION

Class Time & Location	RA 10.50-12. 05 (Section 7), 12.15 pm-1.30 pm (Section 8), 3.05-4.20 pm (Section 12), and, 4.30-5.45 pm (Section 14) NAC 401 (Section 7), NAC 405 (Section 8), NAC 405 (Section 12), and NAC 502 (Section 14)
Course Prerequisite(s)	MIS 105/MIS107
Course Credit	3
Course Description	This course aims to provide an understanding of E-Business and its associated technologies. The basics of online commerce will be introduced along with the elements that are particular to an electronic marketplace. Learning activities concentrate on the use of these tools for the purpose of finding viable E-Commerce solutions.
Course Objectives	• Provide the students with an understanding of E-Business and E-Commerce in the digital world. • Teach and demonstrate students how E-Business concepts can be applied in diverse business situations. • Introduce various E-Business models and marketplace structures.
Students Learning Outcomes	• Understand the scope of E-Business and E-Commerce and what are the benefits and barriers to adoption. • Identify E-Business models and marketplace structures enabled by Information and Communication Technologies. • Demonstrate an understanding of using E-Business applications and developing E-Business strategies. • Explain the social media perspective of E-Business. • Apply marketing techniques that apply E-Commerce concepts for acquiring and retaining customers.

Author	Title	Edition & Year	Publisher	ISBN
Gary Schneider (Schneider)	E-Business: International Edition	10th (2013)	Course Technology Cengage Learning	978-1133526841

TEACHING METHODS

Extensive lectures will be given on every topic followed by real life examples. Summary of the lectures will be available through lecture modules. Students are highly encouraged to take notes carefully. The lectures will be highly interactive. Cases will be analyzed in class discussion encouraging students to participate and share their ideas regarding case problems. Lab sessions will be conducted to apply some of the theories learned in the classroom. There are hands-on exercises using computers for the students to learn how to operate certain software during these lab sessions.

COURSE CONTENTS

Lecture Series 1	The Second Wave of Global E-Business (Chapter 1)
Lecture Series 2	E-Business Technology Basics (Chapter 2)
Lecture Series 3	E-Business Revenue Models (Chapter 4)
Lecture Series 4	Selling to Consumers Online (Chapter 5)
Lecture Series 5	Selling to Businesses Online (Chapter 6)
Lecture Series 6	Virtual Communities (Chapter 7)
Lecture Series 7	Web Hosting and E-Business Software (Chapter 9)
Lecture Series 8	Online Payment Systems (Chapter 11)
Lecture Series 9	Implementing E-Business Initiatives (Chapter 12)
Lab Session 1	E-Business Laboratory Demonstration 1
Lab Session 2	E-Business Laboratory Demonstration 2
Lab Session 3	E-Business Laboratory Demonstration 3
Lab Session 4	E-Business Laboratory Demonstration 4

ASSESSMENT STRATEGY AND GRADING SCHEME

1) ***Mid Term 1 (15% of the course grade)***
   a. Total Points: 30
   b. Syllabus: Lecture Series 1, 2 and 3
   c. Marks Break-down:
      i. Objective question: 12 points
      ii. Descriptive question: 18 points

2) ***Mid Term 2 (20% of the course grade)***
   a. Total Points: 40
   b. Syllabus: Lecture Series 4, 5 and 6
   c. Marks Break-down:
      i. Objective question: 20 points
      ii. Descriptive question: 20 points

3) ***Final Exam (25% of the course grade)***
   a. Total Points: 50
   b. Syllabus: Lecture Series 7, 8 and 9
   c. Marks Break-down:
      i. Objective question: 20 points
      ii. Descriptive question: 30 points

4) **Course Project (15% of the course grade) – See uniform *"Project Outline"***

5) **Lab Exam (To be conducted in MIS Laboratory Rooms – 10% of the course grade)**

6) **E-Business Case (5% of the course grade): Usability Assignment**

7) **Class Attendance and Participation (10% of the course grade)**

COURSE RELATED SYSTEM REQUIREMENT
- All students should have access to Personal Computers preferably with Windows and Mac Operating Systems installed.
- Appropriate software tool will be provided by the Lecturer.

Other Resources

PPT Slides, Notes, and Case Articles: Available to student in NSU Network Resource
Other Reference Materials: Instructor will provide in class as needed.

Class Performance and Attendance
Every student is expected to attend every class. However just attending the class will not earn class performance points. Students have to actively participate during discussion sessions to earn participation points. Students are also required to finish all in class assignments to earn class performance points.

Exams
Three examinations are required. The purpose is to give the students an opportunity to demonstrate an understanding of the course material. These exams consist of MCQs (multiple choice question), short and essay type questions. The exam process and topics will be discussed throughout the classes. Lab exam will take place in lab class rooms.

Exam Formalities
Students will be notified about the exam date in advance and points break down. It could be straight short and broad questions or it can be of multiple choice questions or a combination of both. Instructor will make those decisions in duly fashion and notify the students. Students must take the exam in due date. There is NO opportunity of makeup exam except for very serious causes for which student has to provide solid proof. In additions special permission will be required from the Program Department signed by the Chair of the Management program verifying the cause of makeup exam.

Due Date Policy
Every individual assignment, report, term paper are due on the exact due date. Failure to meet deadline will cause you to lose significant points.

Grading Scale
NSU standard grading scale will be followed.

Classroom Rules of Conduct
- Cell phones must be switched off or in silent mode.
- Cell phones will not be allowed during exam.
- Laptops are allowed if situation requires.
- Show respect to your course instructor and to your peers.
- Do not miss deadlines. All your hard works could mean nothing if you are not serious about due dates.
- Cheating in any form will result in a "Fail" grade.

Students with Special Needs

North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.

Final Comments

Please understand that your instructor is here to help you, to be with you, and to walk you through the difficult steps as long as you co-operate. Instructor of this course will be available for all of you. Feel free to stop by when something bothers you and we will try our level best to help you out. You may contact me through email, SMS, or by making an appointment in addition to the office hours mentioned in this outline.

Good luck!!!

The instructor reserves the right to change the above outline at his discretion.