



NORTH SOUTH UNIVERSITY
SCHOOL OF BUSINESS
AND ECONOMICS

Department of Management

Course Name:	E-Business
Course Code & Section No:	MIS 207
Semester:	Summer' 2026

INSTRUCTOR & DEPARTMENT INFORMATION

1. Instructor Name:	Prof. Md. Mahbubul Alam, PhD
2. Office Room:	NAC 983
3. Office Hours:	RA 11.15 am to 12.45 pm (offline)
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6. Department:	Management
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COURSE & SECTION INFORMATION

Class Time & Location	RA: 9.40-11.10 AM (Section 10) & 1.00-02.30 PM (Section 13) Room: NTR 302 (Section 10) & NTR 202 (Section 13)
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 specific to an electronic marketplace. Learning activities focus on using these tools to find 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 to 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 an E-Business strategy. • Explain the social media perspective of E-Business. • Apply marketing techniques that apply E-Commerce concepts for acquiring and retaining customers.

LEARNING RESOURCES AND TEXTBOOK(S)

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

TEACHING METHODS

Extensive lectures will be given on every topic followed by real life examples. A summary of the lectures will be available through the lecture modules. Students are highly encouraged to take notes carefully. The lectures will be highly interactive. Cases will be analyzed in class discussions, encouraging students to participate and share their ideas about the case problems. Lab sessions will be conducted to apply some of the theories learned in the classroom. During these lab sessions, students use hands-on computer exercises to learn how to operate specific software.

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) **Quiz [20% of the course grade]**
 - a. Quiz 1: 10 [Lecture 1-3]
 - b. Quiz 2: 10 [Lecture 4-6]
 - c. Quiz 3: 10 [Lecture 7-9]
- 2) **Mid Term [25% of the course grade], Syllabus: Lecture 1-5**
 - a. Short Question: 15 points
 - b. Descriptive Question: 10 points
- 3) **Final Exam [25% of the course grade], Syllabus: Lecture 6-9**
 - a. Short Question: 15 points
 - b. Descriptive Question: 10 points
- 4) **Course Project [15% of the course grade]**
- 5) **Lab Exam [10% of the course grade]**
- 6) **Class Attendance and Participation [5% of the course grade]**

Class Performance and Attendance

Every student is expected to attend every class. However, just attending the class will not earn class performance points. Students must actively participate in 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 questions), short-answer questions, and essay-type questions. The exam process and topics will be discussed throughout the classes. The lab exam will take place in the lab classrooms.

Exam Formalities

Students will be notified of the exam date and the point breakdown in advance. It could be short, broad questions, multiple-choice questions, or a combination of both. The instructor will make those decisions in a due fashion and notify the students. Students must take the exam on the due date. There is NO opportunity for a makeup exam, except for very serious reasons, for which the student must provide solid proof. In addition, special permission from the Program Department, signed by the Chair of the Management program, will be required to verify the cause of the makeup exam.

Due Date Policy

Every individual assignment, report, and term paper is due on the exact due date. Failure to meet the deadline will result in significant points being deducted.

Grading Scale

The 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 the exam.
- Laptops are allowed if the situation requires.
- Show respect to your course instructor and to your peers.
- Do not miss deadlines. All your hard work 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 accommodations to students with 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 Needs section, will make every effort 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 cooperate. The 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.