



UNIVERSITI TEKNOLOGI MARA

OSM754: E-COMMERCE AND DIGITAL TRANSFORMATION

Course Name (English)	E-COMMERCE AND DIGITAL TRANSFORMATION APPROVED
Course Code	OSM754
MQF Credit	4
Course Description	This course introduces the concepts of E-commerce and its infrastructure to help organizations conduct their business in the digital economy. It emphasizes the implementation of E-commerce using current telecommunication technologies. A few models of E-commerce will be discussed including digital transformation strategies that can help to improve businesses globally.
Transferable Skills	Leadership Skill Technology Literacy Teamwork Analytical Skill
Teaching Methodologies	Lectures, Blended Learning, Case Study, Tutorial, Industrial Talk
CLO	CLO1 To explain the concept and strategies of e-commerce. CLO2 To propose the possible digital solution towards the problem in the e-commerce environment. CLO3 To demonstrate entrepreneurial skills through an e-commerce strategy that allows businesses to sustain their digital competitiveness.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1.0 Introduction to Electronic Commerce (EC) 1.1) 1.1 E-commerce: The revolution is just beginning 1.2) 1.2 E-commerce: A brief history 1.3) 1.3 Understanding E-commerce: Organizing themes 1.4) 1.4 Digital Economy	
2. 2.0 E-commerce Infrastructure: The Internet, Web and Mobile Platform 2.1) 2.1 The Internet: Technology background 2.2) 2.2 The Internet Today 2.3) 2.3 The future Internet infrastructure 2.4) 2.4 The web 2.5) 2.5 The Internet and the web: Features and services 2.6) 2.6 Mobile Apps: The next big thing is here	
3. 3.0 Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps 3.1) 3.1 Imagine your E-commerce presence 3.2) 3.2 Building an E-commerce presence: A systematic approach 3.3) 3.3 Choosing software and hardware 3.4) 3.4 Other E-commerce site tools 3.5) 3.5 Developing a mobile web site and building mobile applications	
4. 4.0 E-commerce Security and Payment Systems 4.1) 4.1 The E-commerce security environment 4.2) 4.2 Security threats in the E-commerce environment 4.3) 4.3 Technology solutions 4.4) 4.4 Management policies, business procedures, and public laws 4.5) 4.5 Payment systems 4.6) 4.6 E-commerce payment systems 4.7) 4.7 Electronic billing presentation and payment	

<p>5. 5.0 Electronic Commerce Business Models</p> <p>5.1) 5.1 E-commerce business models</p> <p>5.2) 5.2 Major Business-to-Consumer (B2C) business models</p> <p>5.3) 5.3 Major Business-to-Business (B2B) business models</p> <p>5.4) 5.4 E-commerce enablers: The Gold Rush Model</p> <p>5.5) 5.5 How E-commerce changes business: Strategy, structure and process</p>
<p>6. 7.0 Social, Mobile, and Local Marketing</p> <p>6.1) 7.1 Introduction</p> <p>6.2) 7.2 Social Marketing</p> <p>6.3) 7.3 Mobile Marketing</p> <p>6.4) 7.4 Local and Location-Based Mobile Marketing</p>
<p>7. 8.0 Ethics, Law and E-commerce</p> <p>7.1) 8.1 Understanding ethical, social and political issues in E-commerce</p> <p>7.2) 8.2 Privacy and information rights</p> <p>7.3) 8.3 Intellectual property rights</p> <p>7.4) 8.4 Governance</p> <p>7.5) 8.5 Public safety and welfare</p>
<p>8. 9.0 E-commerce Retailing and Services</p> <p>8.1) 9.1 The online retail sector</p> <p>8.2) 9.2 Analyzing the viability of online firms</p> <p>8.3) 9.3 E-commerce in action: E-tailing business models</p> <p>8.4) 9.4 The service sector: Offline and online</p> <p>8.5) 9.5 Online financial services</p> <p>8.6) 9.6 Online career services</p>
<p>9. 10.0 B2B E-commerce</p> <p>9.1) 10.1 The procurement process and supply chains</p> <p>9.2) 10.2 Trends in supply chain and collaborative commerce</p> <p>9.3) 10.3 Net marketplaces</p> <p>9.4) 10.4 Private industrial networks</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Reflective Assignment 1	15%	CLO2
	Assignment	Reflective Assignment 2	15%	CLO3
	Final Project	E-Commerce development project	40%	CLO2
	Test	Case Study Test	30%	CLO1

Reading List	Recommended Text
	<ul style="list-style-type: none"> Kenneth C Laudon, Carol Guercio Traver 2018, <i>Electronic Commerce 2018 — Business, Technology, Society</i>, 14 Ed., 6, Pearson England [ISBN: 1-292-25170-0]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources