

COURSE OUTLINE [MISB2013] E BUSINESS

Course Requirements

Students taking this course must have basic knowledge about Internet, Website using, social media application, e-Commerce Categories

Course Objective

The course introduces the fundamentals and infrastructure of e-Business to familiarize students with related new technology development. It also discusses how e-Business differs from traditional business in terms of business processes and activities such distribution, wholesale, retail, and how students can learn to set business strategies with e-Business. Students are expected to understand recent developments in e-Business and be able to employ e-Business strategically to enhance business processes. Students will learn how to apply skills and knowledge in planning and designing a business-to-business (B2B) or business-to consumer (B2C) e-Business. The e-Business course will also emphasis on understanding current e-business models, strategies with basic know about designing start-up website. This course covers everything required to know about starting an e-commerce store in Pakistan and run it smoothly.

Course Learning Outcome

The course aims to provide students with the basic business knowledge necessary for The course strives to enable students to:

CLO 1: Understand the importance e-business and its concepts and how it is different from e-commerce, e-business models and infrastructure.

CLO2: Inspire students with online business ideas and motivate them to apply what they learned in the real life.

CLO 3: Analyse the potential impacts of different e-Business strategies; the ability to evaluate the effects of business issues in relation to various e-Business models.

Teaching-Learning Methodology

1. Prezi and PPT 2. Case Study - 8 in Current Course 3. 4 Quizzes 4. Theoretical and Practical Assignments - 4 5. Students Active Class Participation- Metrics will be defined 6. Project work - Designing a start-up website

Text Books

Electronic Commerce

Author: Gary P. Schneider,[9th Edition]

Ebiz The Anatomy Of Electronic Business

RJ Shavelson



Ebiz The Anatomy Of Electronic Business:

Reviewing **Ebiz The Anatomy Of Electronic Business**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Ebiz The Anatomy Of Electronic Business**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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