



SYLLABUS

I. GENERAL DATA:

1.1. Subject	: E-Business
1.2. Code	: NG02801
1.3. Academic Cycle	: VIII
1.4. Credits	: 04
1.5. Nature of the course	: Obligatory
1.6. Hours per week	: 6 (Theory: 02 Practice: 02 Laboratory: 02)
1.7. Requirement	: Marketing
1.8. Curriculum	: 2006-II

II. COURSE OVERVIEW

The course is about the structure and functions of the main electronic commerce models, such as, B2B, B2C, C2B, C2C, etc. It describes the possibilities, requisites, and minimum technical requirements necessary to build a successful e-business organization. Also, the course is aimed to review the electronic technologies available by the Peruvian suppliers. It will cover the main topics of an international current textbook and will include one lab class every week. A final evaluation component will consist of the design of an e-business project by each team.

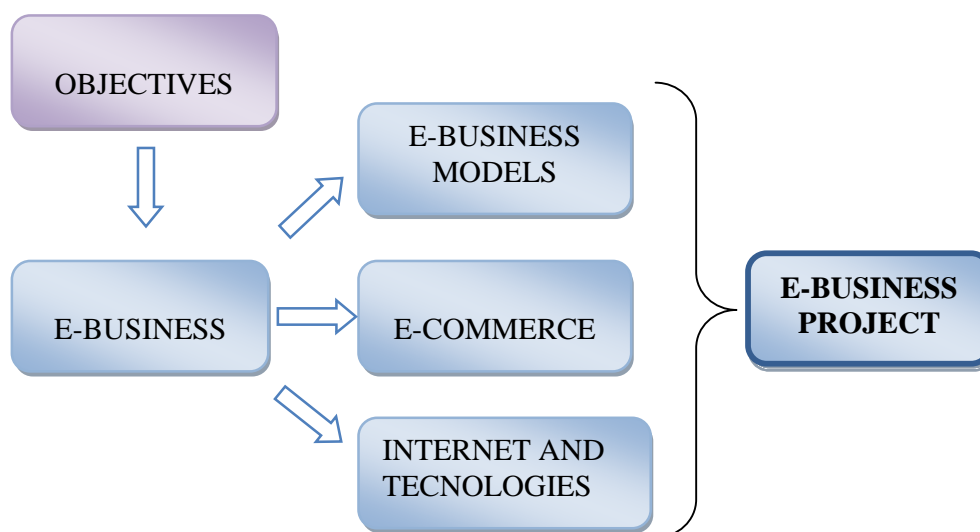
III. OBJECTIVES:

This course is in the core of the Global Business Administration career; therefore, it is based on the previous knowledge about business, projects, finances and accounting, marketing and computer abilities. Its purpose is to provide the students a full understanding of the e-business operation, also, to give them the challenge of conceiving and building their own e-business project.

IV. SPECIFIC ABILITIES. The course will improve the students abilities in order to:

- 4.1 **Be able to understand** the concepts used in the electronic business and electronic commerce.
- 4.2 **Be able to explain** the relationships between business strategies and electronic organizations.
- 4.3 **Be able to think creatively** using e-business models, marketing, and technology skills.
- 4.4 **Be able to elaborate** a research on the Peruvian e-business reality, as well as, an e-business project.
- 4.5 **Be able to identify the social effects and risks** of implementing an e-business project.
- 4.6 The student is aware of the **ethical requisites**.

V. LEARNING NETWORK



VI. LEARNING UNITS

PART I: E-business models and concepts

This part provides a high level view of e-business models, the way that e-business technology changes value chains and creates new roles in the Marketspace. We also learn about analysis techniques and tools.

Achievement: The student can explain clearly the concepts, contexts, and models of e-business for different purposes.

Total Hours: 44 hours

TOPIC	ACTIVITIES	WEEK
The e-commerce	Introduction. Overview. What is E-Commerce? E-commerce: A Brief History. Digital economy. Organization of Teams (groups). Quiz (Reading understand) Lab Practice	1
The difference between E-Commerce and E-Business	What is E-Business? The difference between E-Commerce and E-Business. The basics concepts: Market, company, business. <u>Case Study:</u> You tube. Lab Practice	2
Business models and concepts I	Business to business B2B Business to consumer B2C. Business to Government B2G. Business to Employee B2E. <u>Case Study:</u> AOL, Macomedia, Amazon, Mercadolibre	3



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	Lab Practice	
Business models and concepts II	Consumer to consumer C2C. Consumer to Business C2B. Administration to Business A2B. Administration to Consumer A2C. Mobile Commerce (M-commerce). Quiz No. 1 Case Study: Google, Yahoo, Hotmail. Lab Practice	4
Business Plan	Preparation of a business plan. Vision, Positioning, Strategy, Structure, and Process. Lab Practice	5
Internet and E-Business.	How the Internet and the Web Change Business. The Internet: Technology Background The World Wide Web Internet relay chat. File transfer protocol Quiz No. 2 Lab Practice	6
Information technology	TI Software open source Linux Web 2.0 Case Study: Ajax, mashups Presentation in class of the Midterm Research by all teams.	7
<u>Mid-term Exam</u>		8

PART II: E-business technology and payment systems

How to build an internet-based organization? How to implement its payment system?

Achievement: The student will be able to conceive and design an internet based business model with its payments system.

Total Hours: 24 hours

TOPICS	ACTIVITIES	WEEK
Domain Name System and copyright	What is a domain? What is the structure of a domain's name? Copyright Protection to copyrights Lab Practice	9
Intellectual Property Rights	What is a Intellectual Property Rights? What is the role of Intellectual Property Rights? Relationship between the Intellectual Property Rights and the Internet. Quiz No. 3 Case Study: Napster, Kaza, P2P	10



	Lab Practice	
Electronic Payment Systems	Types of Payment Systems: cash, credit card, checking transfer, accumulating balance. E-Business Payment Systems Electronic Billing Presentment and Payment Lab Practice	11
Building an E-Business web site	Building an E-Business Web Site Choosing Server Software Choosing the Hardware for an E-business Site Quiz No. 3 Lab Practice	12

PART III: The Dynamics of the E-Business

Achievement: The student will be able to identify and evaluate the main variables that explain the success or failure of an e-business project.

Total Hours: 22 hours

TOPICS	ACTIVITIES	WEEK
Social networks, auctions, and portals	Social Networks and Online Communities E-commerce Portals <u>Case Study:</u> Village Discovers the Path to Success Lab Practice	13
Ethical, social, and political issues in e-commerce	Understanding Ethical, Social, and Political Issues in E-commerce and E-Business. Public Safety and Welfare <u>Case Study:</u> Print the Library [Online]: Is Google Playing Fair, or Just Out to Make a Buck?	14
REVIEW OF FINAL PROJECTS		15
FINAL EXAM		16

VII.METHODS

- Lectures by the teacher using the multimedia support.
- Readings of the bibliography.
- The students will form 6-member teams for the homework, the expositions, and final projects.
- Teams will deliver class presentations on assigned theme.
- Case discussions. Every group will develop the assigned case for every theme and will hand in to the teacher in class.
- We will take a cooperative approach to researching and sharing information.
- Four (03) quizzes.
- Laboratory practices to explore and design the different e-business models.
- Final Project



SPECIAL PROJECTS:

1. FINAL PROJECT:

During the semester, each team shall design its own e-business plan according to one of the e-business models, they shall chose the product or service to render to the potential customers through the web by using alol t he tools and acknowledgement acquired during the semester
The report and the class presentation will be delivered during the 15th week (last week, before finals), using word 2003 or 2007 and Powerpoint, as well as, in paper and CD.

VIII. GRADING

Grade Distribution:

$$\text{Final average} = \frac{\text{Mid-term Exam} + \text{Final Exam} + \text{Practices average}}{3}$$

$$\text{Practices average} = \frac{\text{PRA 1} + \text{PRA 2} + \text{PRA 3} + \text{PRA 4 (Final Project)}}{4}$$

IX. BIBLIOGRAPHY:

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