ISM4480

Electronic Commerce Systems

Lina Bouayad

COURSE DESCRIPTION

This course introduces important technology enablers that facilitate electronic commerce and discusses the evolving e-commerce business models and landscape that has developed around these technologies. The course discusses several new and established businesses that exploit these enablers.

Electronic commerce has clearly presented new opportunities and challenges for the MIS function within enterprises. However it has also presented new opportunities for other key functional areas such as Marketing (which is being done in a far more targeted manner online than ever before) and Operations (which is both seeing new challenges due to e-commerce but also benefiting from the underlying technology infrastructure that is facilitating e-commerce). Hence, the course will be useful for students in a variety of business functions, but particularly those interested in pursuing careers in Information Systems, Marketing and Operations within a firm. To this end, the course lectures will be designed to reach a broader audience and a technical background will not be assumed. The course is also highly recommended for students with interest in careers in the technology sector, or technology related consulting, banking or venture capital. Those with entrepreneurial interests in the tech sector will also find the class useful.

The course will take a layered approach to understanding the technology enablers - and associated business landscape - that facilitate electronic commerce.

COURSE MATERIALS

• No textbooks are required for this course.

• A set of walk-through videos will be made available online.

• A set of readings will be provided throughout the semester for review and discussion.

• A set of tools will be required for download to complete course projects:

o Adobe Dreamweaver (available through the USF computer store as part of the Adobe Creative Cloud).

o Balsamiq (A wireframing tool).

This course will be fully online.