



NEAR EAST UNIVERSITY

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

DEPARTMENT OF COMPUTER INFORMATION SYSTEMS

CIS 348

(E-Business Systems)

Textbook: Gary Schneider, E-Business, Tenth Edition. Course Technology, Cengage Learning Incorporated, 2013, ISBN-978-1-133-52684-1

Chapter1:

In this chapter, students will learn about:

- What electronic commerce is and how it has evolved into a second wave of growth
- Why companies concentrate on revenue models and the analysis of business processes instead of business models when they undertake electronic commerce initiatives
- How economic forces have created a business environment that is fostering the continued growth of electronic commerce
- How businesses use value chains and SWOT analysis to identify electronic commerce opportunities
- The international nature of electronic commerce and the challenges that arise in engaging in electronic commerce on a global scale

Chapter2:

In this chapter, students will learn:

- About the origin, growth, and current structure of the Internet
- How packet-switched networks are combined to form the Internet
- How Internet, e-mail, and Web protocols work
- About Internet addressing and how Web domain names are constructed
- About the history and use of markup languages on the Web
- How HTML tags and links work
- About technologies people and businesses use to connect to the Internet
- About Internet2 and the Semantic Web

Chapter3:

In this chapter, students will learn:

- How a Web server performs its basic functions
- What operating system and server software is used on Web servers
- How to identify and manage e-mail and spam control issues
- How commonly used Internet and Web site utility programs work
- What hardware online businesses use to power their Web sites

Chapter4:

In this chapter, students will learn about:

- What a revenue model is and how companies use various revenue models

- How some companies change their revenue models to achieve success
- Revenue strategy issues that companies face when selling online
- How to create an effective business presence on the Web
- What factors enhance Web site usability
- How companies use the Web to connect with customers

Chapter5:

In this chapter, students will learn:

- How firms use product-based and customer-based marketing strategies
- About communicating with different market segments
- To identify customer relationship characteristics
- About the customer relationship life cycle
- How companies advertise on the Web
- About e-mail marketing strategies
- About technology-enabled customer relationship management
- How to create and maintain brands on the Web
- How businesses use social media in viral marketing campaigns
- About search engine positioning tactics and domain name selection strategies

Chapter6:

In this chapter, students will learn about:

- How businesses use the Internet to improve purchasing, logistics, and other support activities
- Electronic data interchange and how it works
- How businesses have moved some of their electronic data interchange operations to the Internet
- Supply chain management and how businesses are using Internet technologies to improve it
- Electronic marketplaces and portals that make purchase-sale negotiations easier and more efficient

Chapter7:

In this chapter, students will learn:

- How social networking emerged from virtual communities
- How social networking tools such as blogs are used in online business activities
- About mobile technologies that are now used to do business online
- How online auctions and auction-related businesses have become a major new commercial activity introduced as part of electronic commerce

Chapter8:

In this chapter, students will learn:

- How the legal environment affects electronic commerce activities
- What elements combine to form an online business contract
- How copyright, patent, and trademark laws govern the use of intellectual property online
- That the Internet has opened doors for online crime, terrorism, and warfare
- How ethics issues arise for companies conducting electronic commerce
- Ways to resolve conflicts between companies' desire to collect and use their customers' data and the privacy rights of those customers
- What taxes are levied on electronic commerce activities

Chapter9:

In this chapter, students will learn:

- How to find and evaluate Web-hosting services
- What the basic and advanced functions of electronic commerce software are and how they work
- How the size of a business affects its choice of electronic commerce software
- Which electronic commerce software works well for midsize to large businesses
- Which electronic commerce software works well for larger businesses that have an existing information technology infrastructure
- How electronic commerce software works with other software to perform business functions

Chapter10:

In this chapter, students will learn:

- What security risks arise in online business and how to manage them
- How to create a security policy
- How to implement security on Web client computers
- How to implement security in the communication channels between computers
- How to implement security on Web server computers
- What organizations promote computer, network, and Internet security

Chapter11:

In this chapter, students will learn:

- The basic functions of online payment systems
- How payment cards are used in electronic commerce
- About the history and future of electronic cash
- How digital wallets work
- What stored-value cards are and how they are used in electronic commerce
- How the banking industry uses Internet technologies

Chapter12:

In this chapter, students learn about:

- How to identify benefits and estimate costs of electronic commerce initiatives
- How online business startups are evaluated and financed
- When and how to outsource online business initiative development
- How to manage and staff electronic commerce implementations