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University of Computer Studies, Yangon
B.C.Sc. (Fourth Year)
CS-401 (Digital Business and E-Commerce Management)
COURSE DESCRIPTION

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Department, Number	CS-401	Course Title	Digital Business and E-Commerce Management
Semester Hours		Course Coordinator	Daw Khin Mya Mya Zin

Current Catalog Description

The aim of this subject is to present and discuss concepts and challenges of e-business, including a balanced coverage of both the technical and the management aspects of successful e-business. It covers business strategies, and technologies involved in the design and deployment of business on the Internet and World Wide Web.

Textbook: Digital-Business and E-Commerce Management (Sixth Edition) by Dave Chaffey

References:

E- Business and E-Commerce Management by Dave Chaffey

Course Outcomes

Students should be able to discuss modern computing infrastructure from the perspective of the internet and organizations. They would have the knowledge of theoretical and practical issues of conducting business over the internet and Web. Also gain the general principles revealed through practical exploration of specific tools, techniques and methods in e-business.

Major Topics Covered in the Course

1 Introduction to digital business and e-commerce
2 Marketplace analysis for e-commerce
3 Managing digital business infrastructure

4 E-environment
5 Digital business strategy
6 Supply chain management
7 E-procurement
8 Digital marketing
9 Customer relationship management
10 Change management
11 Analysis and design
12 Digital business service implementation and optimization

Grading Procedures: (Second Semester)

Your performance in this class will be evaluated using your scores for attendance, assessments/quiz, tutorials/assignments and examination.

Assessment Plan for the Course (Second Semester)

	Business Application Area
Attendance	10%
Quiz	10%
Tutorial /Assignment	30%
Exam	50%