



Undergraduate programmes

Syllabus

e-Commerce

Module Code: EC001
Credits: 20
IMM GSM Year Level: 2/3
NQF Level: 7
Nature: Elective
Status: Undergraduate

Module Specific Outcome/s

To understand the unique aspects of e-commerce as well as how traditional marketing models and practices are adapted for e-Commerce.

To apply e-commerce models and strategies.

To assess the impact of e-commerce on the macro-environment and vice versa.

Description of Units

Unit	Description	Learning Outcomes
1	The e-commerce environment	Understand the unique properties of e-commerce and differentiate between traditional commerce and e-commerce. Define and understand network externalities. Compare and contrast electronic markets and hierarchies. Understand and discuss disintermediation.
2	e-Commerce business models	Compare and contrast B2C, B2B, C2B AND C2C. Identify the components of business models. Compare and contrast e-commerce business models.
3	On-line consumer behaviour and e-research	Apply the consumer decision making model in the on-line environment. Evaluate the viability of quantitative and qualitative research using the internet. Recommend on-line research strategies. Critically discuss the sampling challenges of e-research.
4	On-line pricing and promotion	Understand the demand side and supply side factors of the internet . Recommend online pricing strategies. Assess the advantages of online communication over off-line communication.
5	e-Commerce applications (retail, services, information goods and m-commerce)	Evaluate the competitive advantage of e-commerce for retail, services and information goods. Understand the unique properties of m-commerce.
6	e-Commerce and the macro-environment	Evaluate the challenges for the regulation of e-commerce, including adjustments to jurisdiction, tax law, contract law, delict law and intellectual property rights laws. Understand the public policy debates posed by e-commerce, including the digital divide, consumer welfare and social capital.