

Course Outline

**Department of Management
School of Business and Economics**

**MIST 3620-3
Web-Enabled Business Applications (3,0,0)**

Calendar Description

Students develop a comprehensive understanding of web technologies and their applications in business. Topics include foundation of e-business; overview of the technological foundations of the Internet and web; revenue models and payment systems; building a web presence; marketing on the web; legal and ethical issues; hardware and software for developing and hosting websites; online security and payment systems; and improving efficiency and reducing costs in business-to-business activities.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Discuss the origins, growth, and current structure of technologies behind the web.
2. Describe how Internet protocols and basic HTML language are used in the creation of websites.
3. Explain the various web business models and how to generate revenue online.
4. Generalize the principles of creating effective websites.
5. Summarize the concepts of marketing on the web.
6. Identify basic legal issues that apply to online businesses.
7. Evaluate hardware and software solutions for developing and hosting websites.
8. Categorize online security risks and threats.
9. Apply online solutions to B2B activities.

Prerequisites

CMNS 1290; MIST 2610

Co-requisites

None

Texts/Materials

Laudon, Kenneth, Traver, Carol G., E-commerce, 9th Edition, Pearson.

Schneider, Gary P., Electronic Commerce, 10th Edition, South-Western.

Student Evaluation

Participation	0%-10%
Tests/quizzes	20%-30%
Case studies/projects/assignments	20%-30%
Final exam	30%-45%

Students must pass the final exam to pass the course.

Course Topics

1. Foundation of E-business
 - Electronic Commerce and Electronic Business
 - Categories of Electronic Commerce
 - Advantages and Disadvantages of the Web
 - The Growth of Electronic Commerce
 - Mobile Commerce
2. Overview of the Technical Foundations of the Internet and Web
 - Origins of the Internet
 - Commercial Use of the Internet
 - Basics of Internet Protocols (TCP/IP, IP Addressing, E-Mail Protocols)
 - Introduction to Markup Languages and the Web (HTML, XML)
 - Internet Standards Organizations (e.g. W3C)
3. Revenue Models and Payment Systems
 - Web Catalog Revenue Models
 - Advertising/Subscription Mixed Revenue Models
 - Fee-for-Transaction/Service Revenue Models
 - Online Auctions
 - Revenue Models for Social Networking
 - Online Payment Models
4. Building a Web Presence
 - Creating an Effective Web Presence
 - Website Usability
 - Trends in Design Standards
 - Designing for Mobile Devices
 - Web Hosting Services
 - Building a Website
5. Marketing on the Web
 - Web Marketing Strategies
 - Customer Behaviour
 - Advertising on the Web
 - Social Networking
 - Creating and Maintaining Brands on the Web

6. Legal and Ethical Issues

- The Legal Environment of the Web
- Use and Protection of Intellectual Property in Online Business
- Globalization and Ethical Issues
- Domain Name Registration and Registrars

7. Hardware and Software for Developing and Hosting Websites

- Web Server Basics
- Website Utility Programs
- Categories of Software Scripts (Blogging, E-Commerce, Portals, Auctions, Wikis)

8. Online Security and Payment Systems

- Security for Client Computers and Mobile Devices
- Encryption Techniques
- Security Risks and Threats
- Phishing Attacks

9. Improving Efficiency and Reducing Costs in B2B Activities

- Online Purchasing, Logistics, and Support Activities
- Electronic Data Interchange
- Supply Chain Management Using Internet Technologies

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional