

Module designation	IS334 - Electronic Commerce This module helps students understand the tools to implement e-commerce such as building e-commerce website, e-payment, online marketing tools. In addition, students learn how to plan an e-commerce business, including an e-business model and strategy, and control the implementation of this plan.
Semester(s) in which the module is taught	7
Person responsible for the module	MSc. Do Duy Thanh, MSc. Van Duc Son Ha
Language	Vietnamese
Relation to curriculum	Elective module
Teaching methods	Lecture, lesson, project, seminar, examination.
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 135 - Contact hours: Lecture: 45 hours, Lab: 0 hours - Self-study hours: 90 hours
Credit points	Number of credits: 3 (4.5 ECTS credits) - Lecture: 3 - Laboratory: 0
Required and recommended prerequisites for joining the module	N/A

Module objectives/intended learning outcomes	CLO	CLOs description	ILOs	
	G1	General understanding of e-commerce Understand how e-commerce interacts with the rest of your business Understand the impact of e-commerce in boosting the economy. Understand some basic provisions of domestic and international laws related to the field of e-commerce	ILO2 (2.2), ILO7 (7.1)	
	G2	Improve the ability to prepare and present e-commerce projects	ILO5 (5.5, 5.6)	
	G3	Understand the concept of e-business strategy and strategy. Develop and analyze e-business strategies	ILO3 (3.2)	
	G4	Understand e-business models.	ILO2 (2.2)	
	G5	Build a web application in e-commerce	ILO4 (4.1)	
	CLO	ILO	CLOs description	Competency level
	G1.1	2.2 7.1	Understand the role and position of E-commerce in business activities. Understand each component of e-commerce, as well as their functions and interactions with one another. Understand the importance of e-commerce in fostering business operations that are not limited by geography, country, or time. Understand the structure and legal implications of Vietnam's e-commerce code, as well as typical government decrees and circulars.	K3 S3
	G2.1	5.5 5.6	Apply presentation skills to report the results of the project	S3
	G3.1	3.2	Have ability to analyze internal business factors Have ability to analyze competitive factors in the e-commerce environment	S3
	G4.1	2.2	Understand e-business models: B2B, B2C, C2C Analyze enterprise business model	K3
G5.1	4.1	Build E-commerce applications. Analyze and evaluate E-commerce systems.	S3	

Content	Week/ Duration (3 hours)	Content	CLOs	Assessment element	
	1	Chapter 1: Overview of e-commerce	G1	A4	
	2, 3	Chapter 2: Building an e-commerce website	G1	A4	
	4, 5, 6	Chapter 3: E-Marketing	G3, G5	A4	
	7	Seminar: Seminar topics are given out by teachers at the beginning of the semester. Students learn about topics related to e-commerce.	G1, G2	A1	
	8	Chapter 4: E-commerce for B2B model	G1, G4, G5	A4	
	9	Chapter 5: Infrastructure architecture of e-commerce	G1	A4	
	10, 11	Chapter 6: Information safety & security for e-commerce transactions	G1	A4	
	12	Chapter 7: Electronic payment	G1	A4	
	13	Chapter 8: Law on Information Technology & E-commerce	G1	A4	
	14	Project presentations	G1, G2, G3, G5	A1	
	15	Course review			
	Examination forms	Assessment elements		CLOs	Percentage
		A1. Progress: (Seminar + course project)		G1, G2, G3, G5	50%
		A4. Final exam		G1, G3, G4, G5	50%
Study and examination requirements	<ul style="list-style-type: none"> - Students need to spend time and are active in self-study and read more related documents under the guidance of lectures, making course projects, giving presentations. - Students who miss more than 30% of the class attendance will not be able to take the final exam. - Final exam format: essay. 				
Reading list	<ol style="list-style-type: none"> 1. Textbook of Information Technology in E-Commerce, Nguyen Dinh Thuan, Do Duy Thanh, Le Thi Bich Khoa, VNUHCM Publishing House, 2015. 2. Electronic Commerce – Gary P.Schneider 11th Edition. 3. E-Business & E-Commerce Management – Dave Chaffey 4. E-Business & E-Commerce – Andreas Meier, Henrik Stormer 5. E-Commerce – Kenneth C. Laudon 				