COURSE SYLLABUS

INTRODUCTION TO E-COMMERCE

Course code: 220065

1. General information

Course type		*Number of credits*	*Number of learning periods*
General □ Basic □ Specialized ☑		Theory: 2 Exercise: 0 Practice: 1	Theory: 30 Exercise: 0 Practice: 30
Compulsory □ Elective ☑			

*Learners***:**

Level	Bachelor
Discipline	Information Technology

Course requirements:

Prerequisites	N/A	Course code: ……..
Parallels	N/A	Course code: ……..
Other requirements	- Basic knowledge of the Internet - The ability to use computers and conduct Internet searches - Self-consciousness of learning.	

2. Learning resources:

Prescribed textbooks	[1] Nguyễn Văn Hòe (2015). *Giáo trình Thương mại điện tử căn bản.* NXB Đại học Kinh tế quốc dân.
Recommended textbooks	[1] Bộ Công Thương (2019). *Báo cáo Chỉ số Thương mại điện tử Việt Nam 2019.* Hiệp hội Thương mại điện tử Việt

	Nam. [2] Bộ Công Thương (2018). *Báo cáo Chỉ số Thương mại điện tử Việt Nam 2018*. Hiệp hội Thương mại điện tử Việt Nam. [3] Bộ Công Thương (2018). *Thương mại điện tử Việt Nam 2018*. Cục Thương mại điện tử và Kinh tế số. [4] Bộ Công Thương (2017). *Báo cáo Thương mại điện tử Việt Nam 2017*. Cục Thương mại điện tử và Công nghệ thông tin. [5] Bộ Công Thương (2017), *Báo cáo Chỉ số Thương mại điện tử Việt Nam 2017*, Cục Thương mại điện tử và Công nghệ thông tin. [6] Vụ Thương mại điện tử (2005). *Tìm hiểu về Thương mại điện tử*, NXB Chính trị quốc gia Hà Nội.
Other learning materials	[1] Website of the Ministry of Industry and Trade of the Socialist Republic of VietNam: http://www.moit.gov.vn [2] Website of the Vietnam E-Commerce and Digital Economy Agency: http://www.idea.gov.vn/ [3] Website of the Vietnam E-commerce Association: http://www.vecom.vn [4] https://www.joomla.org [5] https://virtuemart.net

3. Course description:

The course equips students with basic knowledge of e-Commerce. The course also trains students with skills for doing online transactions, payments, and marketing, especially the ability to develop and deploy an online store. Additionally, the course develops students' appropriate awareness and attitudes on the importance of this course.

4. Course learning outcomes (CLOs):

After finishing the course, students will be able to:

		Satisfy LOs of the program	*Satisfy LOs of the ABET*

❖ *Topic 1: Disciplinary Knowledge and Reasoning*		**B.1.1**
L1.	Present general knowledge of e-commerce	1.3.6
L2.	Determine the infrastructure for e-commerce	
L3.	Describe business models in e-commerce	
L4.	Be knowledgeable of the forms of transactions and payments in e-commerce	
L5.	Be knowledgeable of the solutions to ensure security in e-commerce	
L6.	Describe the tools used in e-marketing	
L7.	Deploy and manage an e-commerce website	
❖ *Topic 2: Personal and Professional Skills and Attributes*		
L8.	Identify and formulate problems	2.1.1
L9.	Search and gather information	2.2.1
L10.	Think holistically	2.3.1
L11.	Think creatively	2.4.1
L12.	Learning actively	2.4.3
L13.	Demonstrate ethics, integrity and social responsibility	2.5.1
❖ *Topic 3: Interpersonal Skills: Teamwork and Communication*		
L14.	Formulate groups effectively	3.1.1
L15.	Organize teamworks	3.1.2
L16.	Communicate in written form	3.2.2
❖ *Topic 4: Conceiving, Designing, Implementing and Operating Systems in The Enterprise, Societal and Environmental Context – The Innovation Process*		
L17.	Be aware of the impacts of IT on social life and the environment	4.1.2
L18.	Identify requirements and formulate objectives	4.2.1
L19.	Design components of the system	4.3.4

The B-codes in the rightmost column appear as: **B.1.1**, **B.1.2**, **B.1.3**, **B.1.4**, **B.1.5**, **B.1.6** (spanning the Topic 1 through Topic 3 rows).

L20.	Actionalize the system based on the design	4.4.2	
L21.	Test system components or the whole system	4.5.2	
L22.	Improve and develop the projects	4.5.4	

5. Course content

Course contents	CLOs	Number of learning periods		
		Theory	Practice	Others
Chapter 1. OVERVIEW OF E-COMMERCE	L1, L2, L8, L9, L10, L11, L12, L13, L14, L17	**05**	**00**	
1.1. Definition and characteristics of e-commerce				
1.2. Types of transactions in e-commerce				
1.3. History and development of e-commerce				
1.4. Infrastructure for e-commerce				
1.5. Benefits and limitations of e-commerce				
1.6. E-commerce in Vietnam				
□ *Personal and Professional Skills and Attributes*	L8 (I); L9 (U); L10 (I); L11 (I); L12 (I); L13 (I);			
□ *Interpersonal Skills: Teamwork and Communication*	L14 (U);			
□ *CDIO in the enterprise, societal and environmental context*	L17 (I);			

Chapter 2. Business models in e-commerce	L3, L8, L9, L10, L11, L12, L13, L15, L16, L18	**05**	**05**	
2.1. Markets in e-commerce				
2.2. Concept and basic elements of a business model				
2.3. Typical business models in B2C e-commerce				
2.4. Typical business models in B2B e-commerce				
□ *Personal and Professional Skills and Attributes*	L8 (I); L9 (U); L10 (I); L11 (I); L12 (I); L13 (I);			
□ *Interpersonal Skills: Teamwork and Communication*	L15 (U); L16 (U);			
□ *CDIO in the enterprise, societal and environmental context*	L18 (T)			
Chapter 3. Transactions and payments in e-commerce	L4, L8, L9, L10, L11, L12, L13, L15, L16, L18	**05**	**05**	

3.1. Concept of Transaction in e-commerce				
3.2. Forms of transactions in e-commerce				
3.3. Payment methods in e-commerce				
☐ *Personal and Professional Skills and Attributes*	L8 (I); L9 (U); L10 (I); L11 (I); L12 (I); L13 (I);			
☐ *Interpersonal Skills: Teamwork and Communication*	L15 (U); L16 (U);			
☐ *CDIO in the enterprise, societal and environmental context*	L18 (T)			
Chapter 4. Security in E-Commerce	L5, L8, L9, L10, L11, L12, L13, L15, L16, L18	**05**	**00**	
4.1. Security aspects of e-commerce				
4.2. Threats to e-commerce security				
4.3. Technology solutions to ensure security in e-commerce				
4.4. Policies and laws on e-commerce in Vietnam				
☐ *Personal and Professional Skills and Attributes*	L8 (I); L9 (U); L10 (I); L11 (I); L12 (I);			

	L13 (I);			
☐ *Interpersonal Skills: Teamwork and Communication*	L15 (U); L16 (U);			
☐ *CDIO in the enterprise, societal and environmental context*	L18 (T)			
Chapter 5. Electronic marketing	L6, L8, L9, L10, L11, L12, L13, L15, L16, L18	**05**	**05**	
5.1. Consumer's behavior				
5.2. Introduction to electronic marketing				
5.3. Electronic marketing tools				
5.4. Issues to consider in electronic marketing				
☐ *Personal and Professional Skills and Attributes*	L8 (I); L9 (U); L10 (I); L11 (I); L12 (I); L13 (I);			
☐ *Interpersonal Skills: Teamwork and Communication*	L15 (U); L16 (U);			
☐ *CDIO in the enterprise, societal and environmental context*	L18 (T)			
Chapter 6. Deployment and management of e-commerce projects	L7, L8, L9, L10, L11, L12, L13,	**05**	**15**	

	L15, L16, L18, L19, L20, L21, L22			
6.1. Applications of e-commerce				
6.2. Deployment of e-commerce projects				
6.3. Management of e-commerce projects				
□ *Personal and Professional Skills and Attributes*	L8 (I); L9 (U); L10 (I); L11 (I); L12 (I); L13 (I);			
□ *Interpersonal Skills: Teamwork and Communication*	L15 (U); L16 (U);			
□ *CDIO in the enterprise, societal and environmental context*	L18 (T); L19 (T); L20 (T); L21 (T); L22 (T);			
Summary of skills in course level				
□ *Personal and Professional Skills and Attributes*	L8 (I); L9 (U); L10 (I); L11 (I); L12 (I); L13 (I);			
□ *Interpersonal Skills: Teamwork and Communication*	L14 (U); L15 (U);			

	L16 (U);
□ *CDIO in the enterprise, societal and environmental context*	L17 (I); L18 (T); L19 (T); L20 (T); L21 (T); L22 (T);

6. Teaching and learning methods

ID	Teaching method/technique		Description
M1.	Lecturing	☑	- Being suitable to course contents. - Students can memorise basic knowledge and apply it to address problems on the computer.
M2.	Questions – Answers	☐	
M3.	Group-based Learning	☑	- Being suitable to course contents. - Students will formulate groups to develop and deploy e-commerce projects
M4.	Problem-based Learning	☐	
M5.	Project-based Learning	☐	
M6.	Case studies	☐	
M7.	Role play	☐	
M8.	Demo	☑	- Helping students visualize how to apply theories to problem solving. - Based on sample demonstration, students will know how to solve problems on the computer.
M9.	Simulations	☐	
M10.	Debate	☐	
M11.	Game	☐	

ID	Assessment activity		Quantity	Weight	LOs assessed
M12.	Brainstorming	☐			
M13.	Think-Pair-Share	☐			

7. Course assessment

ID	Assessment activity		Quantity	Weight	LOs assessed
T1.	Text-based midterm exam	☑	1	25%	L1, L2, L3
T2.	Text-based final exam	☑	1	25%	L4, L5, L6
T3.	Practice midterm exam	☐			
T4.	Practice final exam	☑	1	25%	L7
T5.	Report	☑	1	25%	L1, L2, L3, L4, L5, L6, L7
T6.	In-class exercises	☑	1	25%	L1, L2, L3, L4, L5, L6, L7
T7.	Homework assignments	☑	1	25%	L1, L2, L3, L4, L5, L6, L7
T8.	Question – Answer	☐			
T9.	Term Project	☑	1	25%	L7
T10.	Final Exam	☑	1	50%	
Formula for Overall score	In-progress score = at least 2 activities among **T1, T2, T4, T5, T6, T7, T9**				
	Final score = (In-progress score + End-of-course score)/2				

8. Course requirements and expectations

8.1. Requirements on attendance

- Students are responsible for attending all classes. In case of absence due to force majeure circumstances, there must be sufficient and reasonable evidence.
- Students who do not attend more than 20% of the class sections, whether for reason or not, are deemed not to have completed the course and must re-enroll in the following semester.

8.2. Requirements and expectations on student behaviors

- Students must show their respects for teachers and other learners.
- Students must be on time. Students who are late more than five minutes will not be allowed to attend the class.
- Students should not make noises and interfere with others in the learning process.

- Students should not eat, chew gum, and use devices such as cell phones, music players during class hours.
- Laptops and tablets can only be used in class for the purpose of learning.
- Students who violate the above principles will be asked to leave the class and considered absent from the class.

8.3. Requirements on learning issues

Issues related to applying for score reservation, scoring complaints, scoring, exam disciplines are done according to the Learning Regulation of Tra Vinh University.

9. Tentative course instructor

Võ Thành C

DEAN	**DEPARTMENT HEAD**	**LECTURER**
		Võ Thành C