



UNIVERSITI TEKNOLOGI MARA

MGT547: E-COMMERCE

Course Name (English)	E-COMMERCE APPROVED
Course Code	MGT547
MQF Credit	4
Course Description	This course introduces the foundations of online business mechanisms. Students are exposed to the practice of electronic commerce, both the strategies and concepts of e-commerce and the technological infrastructure requirements. Students would learn through the combination of lectures and internet exercises. The course also prepares the students to develop an e-commerce business plan.
Transferable Skills	Demonstrate analytical skills using technology
Teaching Methodologies	Lectures, Field Trip, Case Study, Discussion, Presentation
CLO	CLO1 Determine key technological terms and knowledge of e-commerce as practiced by local companies or global multinationals. CLO2 Demonstrate managerial skills in choosing various types of online business models in e-commerce as practiced by local companies or global multinationals. CLO3 Build and e-commerce website as practiced by local companies or global multinationals.
Pre-Requisite Courses	No course recommendations
Reading List	Recommended Text • Kenneth C. Laudon, Carol Guercio Traver, <i>E-Commerce 2015, Global Edition</i> , 1 Ed., 12, Pearson [ISBN: 9781292076317]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources