

**Cape Peninsula University of Technology
Faculty of Management**

e-Commerce – MTech

Course Outline

The Faculty of Management offers this e-commerce elective to teach the students the fundamentals of e-commerce. This course exposes students to this and furthermore gives a hands-on approach in a marketing environment. Two Projects are given and a number of weekly assignments. The South African ECT Act is covered as well as some legal and security issues. A final 3-hour examination is taken at the end of the course.

	<u>Topic</u>	<u>Week</u>
1	Introduction to e-Commerce	1
2	The Internet & Web Technologies	2
3	e-Commerce business models	3
4	Marketing and Management strategies	4
5	Discussion	5
6	Management of e-Commerce	6
7	Project 1 presentation	7
8	e-Commerce Retailing	8
9	e-Commerce legal issues	9
10	Finalisation of Assignments	10
11	Project 2 presentation	11
12	Revision, Reflection	12