MAKERERE UNIVERSITY BUSINESS SCHOOL

MUBS Annex, Farady Road, Bugolobi. P. O. Box 1337, Kampala-Uganda
Phone: Direct Line: +256-41-220818; General Line: +256-41-338120; Fax: +256-41-505921

Our Mission
To enable the future of clients through creation and provision of knowledge

Our Vision
The benchmark for Business and Management Education, Research and Training in the region

COURSE OUTLINE

Program name	:	Master of Business Administration
Course Name	:	e-Commerce
Facilitators	:	Prof. Kituyi Mayoka / Dr. Kasse J. P. / Dr. Mpangwire Viola / Cosmas Ongen / Robinson Kamusiime / Kefa Bwiino
E-mail	:	gkituyi@mubs.ac.ug / kasse@mubs.ac.ug / vmpangwire@mubs.ac.ug / cogen@mubs.ac.ug / rkamusiime@mubs.ac.ug / kbwiino@mubs.ac.ug
Tel	:	0703594805 / 0703609540

COURSE DESCRIPTION

This course is intended to expose learners to the theoretical fundamental concepts in e-Commerce and e-Business. We will explore the e-Commerce technologies; providing a practical exposure to e-transaction management, applied Web Technologies, including Design, implementation and administration of E commerce sites. The course will also examine the business strategies applicable in different e-Commerce models.

Course objectives
The objectives are to;

1. Understand the evolution, significance, and key players shaping the e-commerce landscape.
2. Differentiate between e-commerce models and choose an appropriate platform based on business needs.
3. Manage inventory, pricing, and shipping logistics while enhancing the overall shopping experience.
4. Apply Search Engine Optimization (SEO) techniques, implement marketing campaigns, and analyze metrics to refine strategies.
5. Navigate privacy laws, understand regulations, uphold consumer rights, and apply ethical business practices.

Learning outcomes
At the end of this course, learners should be able to;

1. Develop a holistic understanding of e-commerce evolution, significance, and industry dynamics.
2. Make informed decisions by differentiating between e-commerce models and selecting suitable platforms.
3. Efficiently manage inventory, pricing, and logistics while prioritizing a positive shopping experience.
4. Demonstrate proficiency in applying SEO techniques, executing marketing campaigns, and refining strategies through analytics.
5. Navigate the legal landscape, uphold ethical business practices, and prioritize customer trust and satisfaction.

Course Content
Topic 1: Introduction to E-Commerce
Overview of E-Commerce
Historical Development
Types of E-Commerce Models
Key E-Commerce Players

Topic 2: Using an Online Store
Choosing the Right E-Commerce Platform
Making an order
Making online payments

Topic 3: Digital Marketing for E-Commerce
Search Engine Optimization (SEO)
Social Media Marketing
Email Marketing
Paid Advertising
Building Trust with Customers

Topic 4: Legal and Ethical Considerations
Privacy and Data Protection
E-Commerce Regulations
Intellectual Property
Consumer Rights

Topic 5: Emerging Trends in E-Commerce
Mobile Commerce (M-Commerce)
Augmented Reality (AR) in E-Commerce
Voice Commerce
Blockchain and Cryptocurrencies in E-Commerce

Topic 6: Case Studies and Real-world Examples
Success Stories
Failures and Lessons Learned
Adapting to Market Changes

Topic 7: Final Project and Capstone
Implementing E-Commerce Strategies
Developing a Business Plan
Presenting and Evaluating Final Projects

Mode of Delivery
- Straight lectures
- Online lectures
- Discussions and group work
- Class presentations

Mode of Assessment
- Course work   40%
- End of semester examination   60%

Reading list
1. "E-Commerce: Business, Technology, Society", 17th Edition by Kenneth C. Laudon and Carol Guercio Traver, 2002
2. "Shopify Guide: Start your own online business with Shopify" Kindle Edition by Justin Gibbs
3. "WooCommerce Explained: Your Step-by-Step Guide to WooCommerce" by Stephen Burge
4. "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola, 2015
5. "E-Commerce Logistics and Fulfillment: Delivering the Goods" by Deborah L. Bayles. 2001
6. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry, 2016
7. "Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success" by Chad S. White, 2014
8. "Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service" by John A. Goodman, 2014
9. "Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability" by Steve Krug, 2013
10. "Business and the Roberts Court" by Jonathan H. Adler and David G. Post
11. Uganda Communications Act, 2013 of Uganda
12. The Computer Misuse Act, 2011 of Uganda
13. The Electronic Signatures Act and the Electronic Transactions Act, 2011 of Uganda
14. "The Mobile Commerce Revolution: Business Success in a Wireless World" by Tim Hayden and Tom Webster
15. "Blockchain Basics: A Non-Technical Introduction in 25 Steps" by Daniel Drescher