



APPLIES TO ACADEMIC YEAR
2001/2002

INF 2020 E-commerce

Program

Associate Degree Program in Trade and Retail Management, The Bachelor of Business Administration Program in Logistics

Responsible for the course

Stein Erik Grønland

Department

Logistics

Term

Fall

ECTS Credits

6

Objective

After having completed the course students shall have acquired a general insight into e-commerce and an understanding of the connection between e-commerce and logistics.

Prerequisites

The Foundation Program in Business Administration or equivalent.

Compulsory literature

Hellebust, Anders, red. 1999. *Elektronisk handel*. Oslo: Cappelen Akademisk Forlag.
Grønland, Rindli. 1999. *IT og logistikk: Rapport fra Logistransprosjekt*. SITMA.

Recommended literature

Reference will be made to relevant articles on the Internet.
Lecture notes. Articles that the students have downloaded from the Internet.

Course outline

1. Introduction to e-commerce
2. Business models for e-commerce
3. Generation of values
4. Marketing and customer behavior
5. Electronic money
6. Rights and protection
7. Logistics and business processes
8. Development opportunities

Computer-based tools

The students must have access to the Internet.

Course structure

The course consists of 42 teaching hours, including lectures, solving assignments and class and computer-based group work.

Evaluation

A three-hour written exam completes the course.

Evaluation code(s)

INF 20201 - Written exam, which accounts for 100% of the grade in INF 2020, 2 credits.

Aids at the examination

Simple calculator.

Makeup exam

At the next regular exam in the course.