



APPLIES TO ACADEMIC YEAR
2002/2003

INF 2020 E-commerce

Program

Associate Degree Program in Trade and Retail Management, Bachelor's 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

Turban, Efraim. 2002. *Electronic Commerce*. Upper Saddle River, NJ.: Prentice-Hall.
Kap. 1.1-1.7, 2.1-2.10, 3.1-3.11, 4.1-4.6, 4.8, 6.1-6.15,
app. 6A, 7.1-7.12, app. 7A, 9.1-9.12, 11.1-11.11, 12.1-12.15,
15.1-15.12, 16.1-16.3, 16.6, 16.11, 16.16-16.17, 18.1-18.2, 18.4-18.5,
18.7

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. Retailing and e-commerce
3. The consumer and e-service
4. B2B
5. E-markets and exchanges, auctions
6. Intrabusiness and e-public
7. E-commerce applications and infrastructure
8. Logistics and e-commerce
9. E-strategy
10. E-society and e-commerce in the future

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.