

**University of Computer Studies (Thaton)**  
**2025-2026 Academic Year**  
**Fourth Year (B.C.Sc./B.C.Tech)**  
**Lecture Plan**

**CST-4257 Digital-Business and E-Commerce Management**

**Second Semester**

**Textbook** : “Digital-Business and E-Commerce Management”, 6<sup>th</sup> Edition by Dave Chaffey

**Prerequisite** : CS-3157(SK) Financial management and Accounting

**Credit Unit** : 3 ACUs

**Periods** : 64 periods for 16 weeks (4 periods \*16 weeks) (1 period - 1 hr)

No.	Topics	Weeks	Remark
1.	Chapter 1: Introduction to Digital-Business and E-Commerce a. Introduction to Digital-Business and E-Commerce b. E-Business opportunities c. E-Business risks and barriers Tutorial Exercises	Week 1	
2.	Chapter 2: Marketplace analysis for e-commerce a. Introduction b. E-Commerce micro-environment	Week 2	
3.	Chapter 2: c. Business models for E-commerce Tutorial Exercises		
4.	Chapter 3: Managing Digital Business Infrastructure a. Introduction b. Digital-Business Infrastructure Components c. Web Technology	Week 3	
5.	Chapter 3: d. Managing digital-business infrastructure e. Web Services SaaS and service-oriented architecture(SOA) Tutorial Exercises		
6.	Chapter 4: E-Environment a. Introduction(Overview) b. Social and Legal Factors	Week 4	
7.	c. Political Factors d. E-government Exercises	Week 5	
8.	Chapter 5: Digital-business Strategy a. Introduction (Overview) b. What is e-business strategy?	Week 6	
9.	c. Strategic Analysis d. Strategic objectives e. Strategy definition	Week 7	

No.	Topics	Weeks	Remark
	Decision 1 to Decision 8 (Overview)		
10.	f. Strategy Implementation Exercises	Week 8	
11.	Chapter 6: Supply Chain Management a. Introduction (Overview) b. What is Supply Chain Management	Week 9	
12.	c. Options for Restructuring supply chain d. Using e-business to restructure the supply chain	Week 10	
13.	e. Supply Chain Management implementation Exercises	Week 11	
14.	Chapter 7: E-procurement a. What is e-procurement? b. Barriers and risk of e-procurement adoption	Week 12	
15.	c. Implementing e-procurement d. The future of e-procurement Exercises	Week 13	
16.	Chapter 8: Digital-marketing a. What is e-marketing? b. Digital-marketing planning Exercises	Week 14	
17.	Chapter 9: Customer relationship management a. What is e-CRM? b. The online buying process	Week 15	
18.	c. Customer acquisition management d. Customer retention management Exercises	Week 16	

### Assessment Plan for the Course

Quiz	15 %
Tutorial / Assignment	25 %
Exam	60 %