



E Commerce – Session 1

Farzal Dojki

January 5th, 2008



About me

- Personal Introduction
 - Teaching
 - [IBA – Summer 2006 – OOPT](#)
 - [IBA – Fall 2007 – E-Commerce](#)
 - Corporate
 - [Motorola](#) (Austin), [MetLife](#) (NYC), [Merrill Lynch](#) (Internships)
 - [Merrill Lynch](#), NYC
 - [KPMG Consulting](#), NYC
 - [Trakker/TDI](#), Karachi
 - [Techlogix](#), Karachi
 - [PixSense](#), Karachi
 - Academics
 - MSIS – [NYU](#)
 - BA, Economics – [UT Austin](#)
 - BA, Comp Science – [UT Austin](#)

About you

- Class introduction
- Survey on PC/Laptop ownership
- Survey on development skills
- Survey on web 1.0 and web 2.0

Communication

- Email
 - farzal@yahoo.com
- Blog
 - <http://ecommerce.pkeducation.com>
- Mailing List
 - http://pkeducation.com/mailman/listinfo/ecommerce_pkeducation.com
 - Junk: *@pkeducation.com
- Phone
 - +92-321-2037788
 - Time Sensitive matters only
- IM
 - Yahoo (farzal@yahoo.com)
 - Short yes/no type responses

Rules

- 28 * 75
- Interactivity
 - Questions, comments, stories
- Goals, Foul, Red & Yellow cards
 - Etiquette
 - Cell phones (MCA)
 - SMS - Sharing
 - Attendance

Course outline

- There is nothing I can teach you ...
- [outline](#)

Commerce

- Definition
 - Trading of something of value between two entities
 - Trading ... ?
 - Something ... ?
 - Entities ... ?

Ecommerce

- Definition
 - Commerce over computer networks
 - What will you sell?
 - How will you transfer money
 - How will you transfer product/service/info
 - How will you transfer data (supply chain)

Assignment #01

- Wordpress.com blog
- Put 1 post with your picture and name only
- 6 out of following features:
 1. Email subscription
 2. Comments threading
 3. Comments notification
 4. Password protection
 5. Stats display
 6. Latest comments on front page
 7. Categories
 8. Google ad-sense or some other ad program

Reading #1

- Find uses of E-Commerce across 5 industries
 - Company
 - Business
 - Revenue Source
 - Customer/Audience
 - Competition
 - Competitive edge

Project #1

- Form teams