



Course description:

This course provides tools, skills, and an understanding of technology, business concepts and issues that surround the emergence of electronic business on the Internet. In addition to acquiring basic skills for navigating the Internet and creating a personal electronic presence of the World Wide Web (WWW), the student will develop an understanding of the current practices and opportunities in electronic publishing, electronic shopping, electronic distribution, and electronic collaboration. The student will also explore several of the problem areas in electronic commerce such as security (authentication, privacy), encryption, safeguarding or intellectual property rights, acceptable use policies, and legal liabilities.

The course uses a combination of lectures, classroom demonstrations, self-learning, guest speakers, and project work. Web and database experience is not required, although completion of the first Analysis and Design course is expected (required). A willingness to experiment with and explore these emerging technologies is necessary.

Aims of the course:

1. Provide students with basics, main elements and advanced topics in electronic commerce .
2. Ability to understand the electronic commerce basics and elements deploy appropriate theory, practice and tools to solve real problems, recognize the professional, moral and ethical issues related to work.
3. Do independent learning and continue professional development, work as a member in a team work.

Intended Learning Outcomes (ILOs):

Upon completing this course the student should:

1. Have a general understanding of the Internet and related technologies
2. Have ability to built Web pages using Visual InterDev at least at a basic level
3. Be able to analyze the strengths and weaknesses of an Electronic Commerce site
4. Have an understanding of electronic commerce and the interplay between technology, managerial and policy issues that will shape its future
5. Recognize and understand ways of using Electronic Commerce technologies to improve intra and inter-organizational processes

6. Be able to analyze the impact that Electronic Commerce is having and will likely have on key sectors of the economy and assess the strategic implications this analysis holds for an organization
7. Have an understanding of policy issues related to privacy, content selection, intellectual property rights

Course structures:

Week	Credit Hours	ILOs	Topics	Teaching Procedure	Assessment methods
1,2,3	3	Have a general idea about e-business Have a general idea about e-commerce	Introduction to e-business	Lecturing with active participations.	Diagnostic tests to identify the student's level and areas of weakness Formal (stage) evaluation Class Participation 1st Exam 2nd Exam Activity file
4,5,3	3	Have a general idea about Infrastructure of e-commerce	Infrastructure of e-commerce		
7,8,9	3	Take an idea about selling on the web	Marketing of the web		
10,11	3	Understand how to improve the efficiency and how to reduce costs	Improving efficiency and reducing costs		
12,13,14	3	Recognize and understand ways of using E- Commerce	Electronic Commerce Software		
15,16		Presentations and final exam			

References:

A. Main Textbook:

.Gary P. Schneider, "E-Business", Eight Editions, 2009.

B. Supplementary Textbook(s):

Introduction to E-Commerce", course technology, 3d edition, 2012



Assessment Methods:

Methods	Grade	Date
1 st Exam	20	
2 st Exam	20	
final Exam	50	
Activity file	10	