

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Electronic Management
Course number	EBUS4328
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	2
Credit hours (practical)	1
Course Prerequisites	

Course Objectives

- 1 - To gain an understanding of basic concepts, theories, and business models underlying management of e-commerce
- 2 - To apply e-commerce theory and concepts to what e-marketers are doing in "the real world"
- 3 - .To improve familiarity with current challenges and issues in e-commerce

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> * Explain the components and roles of the Electronic Commerce environment * Explain the client/server infrastructure that supports electronic commerce * .Explain basic electronic commerce functions * .Understand legal and ethical issues related to E-Commerce
Professional Skills	<ul style="list-style-type: none"> * Identify and reach customers on the Web * Understand Web marketing approaches and elements of branding * Describe E-Commerce payment systems

Course Contents

- 1 - Orientation: Overview of the Course, introduction to Internet Business Infrastructure, the Internet and Technology Business Models for Internet Business, Internet Business & Marketing I: Basic Marketing Concepts & Technology, E-Commerce Advertising.
- 2 - E-Commerce Advertising II, E-Commerce Retailing & Services, Online Media: Publishing & Entertainment Industry. Social Networking, Communities, & Actions I , Social Networking, Communities, & Actions II, and E-Commerce & Ethics.

Teaching and Learning Methods

- 1 - Classes may involve lectures, small group exercises, discussions, and presentations. Students are expected to attend class, participate and contribute to discussions, and keep up with e-business news

Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Mid-Exam	8 weeks	30 %
Final-Exam	16 Weeks	60 %
Attendance & Class Participation	1-16 weeks	10 %

Books and References

Essential books	Laudon K., C. G. Traver, E-Commerce 2012, 8/E, ISBN-10:0136100570, ISBN-13:978-0136100577, Prentice Hall
Recommended books	by Kenneth C. Laudon & Carol Guercio Traver, PersonE-Commerce 2012: Business. Technology. Society. (2012) William S. Davis, John Benamati, E-Commerce Basics: Technology Foundations and E-Business Applications, Prentice Hall, 2003,