

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	E-Commerce Systems
Course number	ITIS4301
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

- 1 - The benefits and opportunities of the E-commerce.
- 2 - Evaluating current tools and practices for ensuring E-commerce.
- 3 - Understanding service quality cost effectiveness, marketing concepts in the context of the internet.
- 4 - Understanding the essential features in the design of E-commerce systems
- 5 - Developing effective Websites for E-Commerce.
- 6 - Understanding what E-customers want and key points to satisfy their requirements.
- 7 - Understanding the range of security considerations that are incorporated into the design, development and management of the E-commerce systems.

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none">* a1. Define the principles of E-commerce and marketing concepts in the context of the internet.* a2. Explain the key concepts and principles in Website design for E-commerce* a3. Demonstrate creative problem solving skills in designing cost-effective E-commerce Websites.* a4. Describe E-commerce technologies* a5. Discuss legal, professional and moral aspects of the exploitation of E-commerce.* a6. Identify tools, practices and methodologies used in the specification, design, implementation and critical evaluation of computer software systems.
Intellectual Skills	<ul style="list-style-type: none">* b1. Define traditional and nontraditional E-commerce systems problems.* b2. Recognize the professional, moral and ethical issues of E-commerce.
Professional Skills	<ul style="list-style-type: none">* c1. Identify risks or safety aspects involved in the operation of E-commerce systems.* c2. Use appropriate techniques of E-commerce.* c3. Apply a variety of Website design tools to develop effective Websites for e-Commerce.
General Skill	<ul style="list-style-type: none">* d1 Collaborate effectively within team* d2 Work in stressful environment and within constraints* d3 Manage tasks and resources* d4 Acquire entrepreneurial skills* d5 Communicate effectively by oral, written and visual means* d6 Develop a range of fundamental research skills, through the use of online resources, technical repositories and library-based material

Course Contents

1 - E-commerce evolution. Business processes through the internet. Benefits and opportunities of the e-commerce, service quality cost effectiveness, marketing concept in the context of the internet.
2 - Basics of E-marketing. Electronic purchasing and shopping models, building a shopping site.
3 - Understanding what E-customers want and key points to satisfy them, web copyright, ethic markets, Business to business, Security consideration and custom relationship.

Teaching and Learning Methods

1 - Lectures
2 - Tutorial Exercises
3 - Practical Exercises

Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Assignments		10
Midterm Exam	8th week	25
Presenation		15
Final Exam	16th week	50

Books and References

Essential books	E-Commerce 2012 (8th Edition) Laudon K., C. G. Traver, E-Commerce 2012, 8/E, ISBN-10:0136100570, ISBN-13:978-0136100577, Prentice Hall
Recommended books	William S. Davis, John Benamati, E-Commerce Basics: Technology Foundations and E-Business Applications, Prentice Hall, 2003, ISBN-10:0201748401, ISBN-13:9780201748406

Knowledge and Skills Matrix

Main Course Contents	Study Week	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skill
E-commerce evolution. Business processes through the internet. Benefits and opportunities of the e-commerce, service quality cost effectiveness, marketing concept in the context of the internet.	1-4	a1, a4, a6	b1	c2	d1-d6
Basics of E-marketing. Electronic purchasing and shopping models, building a shopping site.	5-9	a2-a4, a6	b1	c2,c3	d1-d6
Understanding what E-customers want and key points to satisfy them, web copyright, ethic markets, Business to business, Security consideration and custom relationship.	10-14	a1, a4-a6	b1-b2	c1-c2	d1-d6