



توصيف مساق

أولاً: معلومات عامة

اسم المساق	الادارة الالكترونية
رقم المساق	EBUS4328
الكلية	
القسم	
نوع المتطلب	تخصص
المستوى الدراسي	4
الساعات المعتمدة نظري	2
الساعات المعتمدة عملي	1
المتطلبات	

ثانياً : أهداف المساق

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

ثالثاً: المهارات المستهدفة من تدريس المساق

Explain the components and roles of the Electronic Commerce environment.	*	مهارات المعرفة والمفاهيم
Explain the client/server infrastructure that supports electronic commerce.	*	
.Explain basic electronic commerce functions	*	
.Explain basic electronic commerce functions	*	
Understand legal and ethical issues related to E-Commerce.	*	
Identify and reach customers on the Web.	*	
Describe E-Commerce payment systems.	*	مهارات المهنية الخاصة بالمساق
Explain how businesses sell products and services on the Web.	*	

رابعاً : محتوى المساق

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.	- 1
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.	- 2

خامساً: اساليب التعليم وتعلم المساق

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	- 1
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<u>توزيع الدرجات</u>	<u>التوقيت</u>	<u>الأساليب المستخدمة</u>
30 %	8 weeks	Midterm Exam
60 %	16 Weeks	Final Exam
10 %	During the course	Attendance & Class Participation

الكتب الدراسية والمراجع

Laudon K., C. G. Traver, E-Commerce 2012, 8/E, ISBN-10:0136100570,
ISBN-13:978-0136100577, Prentice Hall

كتب ملزمة

by Kenneth C. Laudon & Carol Guercio Traver, PersonE-Commerce 2012: Business.
Technology. Society. (2012)

كتب مقرحة

William S. Davis, John Benamati, E-Commerce Basics: Technology Foundations and
E-Business Applications, Prentice Hall, 2003,