

Course Specifications

Course Title:	Electronic Commerce	
Course Code:	231CIS-3	
Program:	Bachelor's degree in information systems	
Department:	Department of Information systems	
College:	College of Computer Science and Information systems	
Institution:	Najran University	







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A. Course Identification

1. Credit hours:		
2. Course type		
a. University College Department $$ Others		
b. Required $$ Elective		
3. Level/year at which this course is offered:		
Level 5/Year 2		
4. Pre-requisites for this course (if any):		
None		
5. Co-requisites for this course (if any):		
None		

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	50	100
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	20
2	Laboratory/Studio	20
3	Tutorial	10
4	Others (specify)	
	Total	50

B. Course Objectives and Learning Outcomes

1. Course Description

This course begins with the historical review and current applications of the World Wide Web (WWW) and the Internet. WWW and Internet technology infrastructure: languages, hardware web, server platforms, various software tools, and protocols used to develop web-based applications adopted by profit and nonprofit organizations throughout the world. E-business models: business-to-business, and business-to consumer, etc... E-business applications: e-government, e-commerce, e-payment, mobile commerce, e-banking, e-jobs, e-learning, e-advertisement, etc. E-business management: e-business projects management, risk management in e-business, e-commerce and supply chain management, e-commerce and customer asset management, etc. Strategic trends in developing e-business systems: Web-based marketing strategies and models, public policies and legal issues of privacy, security issues, steps necessary for an enterprise to formulate an overall e-business strategy.

2. Course Main Objective

To introduce the concepts of E-commerce, and to understand how e-commerce is affecting business enterprises, governments, consumers, and people in general.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	Knowledge and Understanding	
1.1	Define the basic terminologies of E-commerce.	K3
1.2	Explain different issues of E-commerce management.	K3
1.3		
1		
2	Skills :	
2.1	Distinguish different types of E-commerce business relationships.	S1
2.2	Analyse features related to E-payments and E-commerce security.	S1, S3
2.3	Evaluate different trends of E-Commerce applications.	S4
2.4		
3	Values:	
3.1	Develop leadership, teamwork, research skills in the implementation of	V1, V2, V3
	the E-Commerce and E-Business industries.	
3.2		
3.3		
3		

C. Course Content

No	List of Topics	Contact Hours	
1	Overview of internet technology infrastructure	5	
2	Overview of electronic commerce	3	
3	tool and impacts of e-commerce ,mechanisms :E-market places	5	
4	Retailing in electronic commerce: products and services	5	
5	and advertising ,internet marketing ,Consumer behavior	5	
6	Business-to-business-commerce	5	
7	and corporate portals ,collaborative commerce ,E-supply chains	5	
8	Innovative EC systems	4	
9	E-commerce security	5	
10	E-commerce payment systems	3	
11	Review	5	
	Total 50		

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.1	Define the basic terminologies of E- commerce.	Lecture	Tests, Quizzes, and Assignments
1.2	Explain different issues of E-commerce management.	Lecture	Tests, Quizzes, and Assignments
2.0	Skills		
2.1	Distinguish different types of E-commerce business relationships.	Lecture	Tests, Quizzes, and Assignments
2.2	Analyse features related to E-payments and E- commerce security.	Lecture, Lab	Tests, Quizzes, Assignments , and Lab
2.3	Evaluate different trends of E-Commerce applications.	Lecture, Lab	Tests, Quizzes, Assignments , and Lab
•••			
3.0	Values		
3.1	Develop leadership, teamwork, research skills in the implementation of the E-Commerce and E- Business industries.	 Let students solve digital forensic problems in small groups and giving correction on their solution during class. Motivating students to be active during class by asking questions regularly. 	- Assignment - Homework - Presentation
3.2			
•••			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Lab activities	1-to-10	10
2	Assignment 1	3	1
3	Quiz 1	4	4
4	Midterm test	6	15
5	Assignment 2	7	1
6	Lab activities	1-to-10	10
7	Quiz 2	8	4
8	Final Lab Exam	10	10
9	Final Theory Exam	12	40

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Electronic Commerce, A Managerial Perspective, Prentice Hall, (latest edition). Efraim Turban, Jae Lee, David King and Michel Chung
Essential References Materials	E-Business and e-Commerce Infrastructure- Technologies Supporting the e-Business Initiative. By Abhijit Chaudhury, Jean-Pierre Kuilboer. Published by Mc-Graw Hill Companies, (latest version), ISBN: 0-07-247875-6.
Electronic Materials	
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture Room with +30 seats with PC, Auto Projector and a white board. Lab.
Technology Resources (AV, data show, Smart Board, software, etc.)	data show, PCs.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Direct
Focus group discussion with small groups of students.	Instructor	Direct
Extent of achievement of course learning outcomes	Instructor	Direct
The quality of learning resources	Program Leaders	Direct



Evaluation Areas/Issues	Evaluators	Evaluation Methods

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Department Council
Reference No.	14440729-0182-00018
Date	01/08/1444