Course Specification
— (Bachelor)

Course Title: **Eletronic Commerce**

Course Code: **231CIS-3**

Program: **Information Systems**

Department: **Information Systems**

College: **College of Computer Science and Information Systems**

Institution: **Najran University**

Version: **V2024**

Last Revision Date: Dec.2nd, 2024

Table of Contents

A. General information about the course:

1. Course Identification

1. Credit hours: 3 (2,2,1)

2. Course type

A.	☐University	☐ College	☒ Department	☐Track	Others
B.	☒ Required			☐Elective	

3. Level/year at which this course is offered: (Level 6/ 3rd Year)

4. Course General 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 devel op 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.

5. Pre-requirements for this course (if any):

N/A

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

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

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	50	100%
2	E-learning		
3	Hybrid • Traditional classroom • E-learning		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	**Lectures**	40
2.	**Laboratory/Studio**	25
3.	**Field**	10
4.	**Tutorial**	
5.	**Others (specify)**	
Total		**75**

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	**Knowledge and understanding**			
1.1	**Define the basic terminologies of E-commerce**	**K1, K2**	**Student be able to Define the basic terminologies of Ecommerce class lecture**	**Tests, Quizzes, Assignments and Labs**
1.2	**Explain different issues of E-commerce management**	**K1, K2, K3**	**Student be able to understand different issues of E-commerce**	**Tests, Quizzes, Assignments and Labs**

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
			management. Class lectures and Labs	
1.3				
2.0	**Skills**			
2.1	Distinguish different types of E-commerce business relationships	S1, S4	Student be able to Distinguish different types of E-commerce business relationships. Class lectures and Labs	Tests, Quizzes, Assignments and Labs
2.2	Analyse features related to E-payments and E-commerce security	S2, S3	Student be able to Analise features related to E-payments and E-commerce security. Class lectures and Labs	Quizzes, Assignments and Labs
2.3	Evaluate different trends of E-Commerce applications	S2, S4	Student be able to Evaluate different trends of E-Commerce applications. Class lectures and Labs	Tests, Quizzes, and Assignments
3.0	**Values, autonomy, and responsibility**			
3.1	Develop leadership, teamwork, research skills in the implementation of the E-Commerce and E-Business industries.	C1, C2	- Let students solve digital forensic problems in small groups and giving correction on their solution during class.	Oral Presentation Weekly Task Report and Documentation Discussion

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
			-Motivating students to be active during class by asking questions regularly.	
3.2				
...				

C. Course Content

No	List of Topics	Contact Hours
1.	Overview of internet technology infrastructure and of electronic commerce	10
2.	E-market places: mechanisms, tools and impacts of e-commerce	6
3.	E-market places: mechanisms, tools and impacts of e-commerce	8
4.	Consumer behavior, internet marketing, and advertising	10
5.	Business-to-business-commerce	7
6.	E-supply chains, collaborative commerce, and corporate portals	8
7.	Innovative EC systems	7
8.	E-commerce security	7
9.	E-commerce payment systems	7
10.	Review	5
Total		**75**

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Lab activities	1-to-15	10
2.	Assignment 1	3	5
3.	Quiz 1	5	5
4.	Midterm Exam	8	20
5.	Assignment 2	11	5
6.	Quiz 2	13	5

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
7.	Final Lab	15	10
8.	Final Test	16	40

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	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.
Supportive References	Electronic Commerce, A Managerial Perspective, Prentice Hall, (latest edition). Efraim Turban, Jae Lee, David King and Michel Chung.
Electronic Materials	Web sites: some topics are selected from several Web sites. The addresses of those sites will be indicated in the handouts.
Other Learning Materials	Web sites: some topics are selected from several Web sites. The addresses of those sites will be indicated in the handouts.

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Class room with 60 chair, white board, podium, wireless projectors, Wi-Fi with good speed
Technology equipment (projector, smart board, software)	• Lecture room should contain a PC attached to the data show device with latest MS Office and Adobe Acrobat Reader packages being installed.
Other equipment (depending on the nature of the specialty)	A File cabinet to keep Class Stuff, Markers, papers and students Files, and a printer to print program screenshots.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Direct
Effectiveness of Students assessment	instructor	Direct
Quality of learning resources	instructor	Direct
The extent to which CLOs have been achieved	Program Leaders	Direct
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	17th Department Council
REFERENCE NO.	14460810-0976-00017
DATE	10/02/2025