



Study plan No.	2021/2022	University Specialization	MIS
Course No.	0506373	Course name	Electronic business
Credit Hours	3	Prerequisite Co-requisite	0506100
Course type	<input type="checkbox"/> MANDATORY UNIVERSITY REQUIREMENT <input type="checkbox"/> UNIVERSITY ELECTIVE REQUIREMENTS	<input type="checkbox"/> FACULTY MANDATORY REQUIREMENT <input type="checkbox"/> Support course family requirements	<input type="checkbox"/> Mandatory requirements <input type="checkbox"/> Elective requirements
Teaching style	<input type="checkbox"/> Full online learning	<input checked="" type="checkbox"/> Blended learning	<input type="checkbox"/> Traditional learning
Teaching model	<input type="checkbox"/> 1 Synchronous: 1 asynchronous	<input checked="" type="checkbox"/> 2 face to face : 1 asynchronous	<input type="checkbox"/> 2 Traditional

Faculty member and study divisions' information (to be filled in each semester by the subject instructor)

Name	Academic rank	Office No.	Phone No.	E-mail	
Division number	Time	Place	Number of students	Teaching style	Approved model
				Blended	2:1

Brief description

The objective of the information technology project management is to allow students understand project principals to be able to contribute to establishing the documentation of a project and direct the process of project from start to finish; alongside the project visibility analysis and estimated time scheduling of completion.

Learning resources

Course book information (Title, author, date of issue, publisher ... etc.)	Turban, E., Outland, J., King, D., Lee, J. K., Liang, T. P., & Turban, D. C. (2018). Electronic commerce 2018: a managerial and social networks perspective (p. 253). Switzerland: Springer International Publishing.			
Supportive learning resources (Books, databases, periodicals, software, applications, others)	1. Digital Business and E-Commerce Management. Strategy, implementation, and Practice. Dave Chaffey. Pearson; 6th edition, 2015. 2. Jelassi, T., & Martínez-López, F. J. (2020). Strategies for E-Business: Concepts and Cases on Value Creation and Digital Business Transformation. Springer Nature.			
Supporting websites	www.wix.com			
The physical environment for teaching	<input type="checkbox"/> Class room	<input checked="" type="checkbox"/> labs	<input checked="" type="checkbox"/> Virtual educational platform	<input type="checkbox"/> Others
Necessary equipment and software	-			
Supporting people with special needs	-			
For technical support	-			

Course learning outcomes (S= Skills, C= Competences K= Knowledge,)

No.	Course learning outcomes	The associated program learning output code
Knowledge		
K1	Understand E-business principals and the innovative way to e-business	MK1
K2	Understand the digital business and productive e-environment	MK1
K3	Understand the methodologies behind e-business strategy	MK3
K4	Understand the strategic implementation of e-business	MK3
K5	Understand the aspects of change management, analysis and design, and the optimization of digital business.	MK2
Skills		
S1	To get students equipped with basic skills of using contemporary information technologies and web services that support electronic business processes.	MS1
S2	To develop students' capabilities of applying the knowledge in creative solutions of concrete business problems by using information and communication technologies and web services.	MS1
S3	Apply the digital business strategies.	MS2
S4	Create web sites.	MS2
Competences		
C1	Select information technologies and web services for different fields of electronic business	MC1
C2	Knowing the fundamentals of launching e-business projects.	MC2
C3	Knowing the different models of e-business revenues.	MC2
C4	Knowing how to build websites.	MC2

Mechanisms for direct evaluation of learning outcomes

Type of assessment / learning style	Fully electronic learning	Blended learning	Traditional Learning (Theory Learning)	Traditional Learning (Practical Learning)
First exam		30%		
Second / midterm exam		0		
Participation / practical applications		–		
Asynchronous interactive activities		30%		
final exam		40%		

Note: Asynchronous interactive activities are activities, tasks, projects, assignments, research, studies, projects, work within student groups ... etc, which the student carries out on his own, through the virtual platform without a direct encounter with the subject teacher.



Schedule of simultaneous / face-to-face encounters and their topics

Week	Subject	learning style*	Reference **
1	Introduction to digital business and e-commerce Digital business defined Digital business opportunities	Lecture	
2	Marketplace analysis for e-commerce Business and revenue models for e-commerce Location of trading in the marketplace	Lecture	
3	Business models for e-commerce Focus on Online start-up companies Valuing Internet start-ups	Lecture	
4	Managing digital business infrastructure Supporting the growing range of digital business technology platforms Digital business infrastructure components	Lecture	
5	Management issues in creating a new customer-facing digital service Focus on Web services, SaaS, cloud computing and service-oriented architecture (SOA) Challenges of deploying SaaS and cloud computing	Lecture	
6	ISP connection methods Managing internal digital communications through intranets and extranets Web presentation and data exchange standards	Lecture	
7	Focus on Internet governance The World Wide Web Consortium How can companies influence or take control of Internet standards?	Lecture	
8	E-Environment: management Issues Social and Legal Factors Privacy and trust in e-commerce	Lecture	
9	Privacy and trust in e-commerce Regulations on privacy and electronic Worldwide regulations on privacy and electronic communications	Lecture	
10	E-Commerce legislation Environmental and green issues related to Internet usage Economic and competitive factors	Lecture	
11	Website project	Lecture	
12		Lecture	



13		Lecture	
14		Lecture	
15		Lecture	
16	Final exam		

* Learning styles: Lecture, flipped learning, learning through projects, learning through problem solving, participatory learning ... etc.

** Reference: Pages in a book, database, recorded lecture, content on the e-learning platform, video, website ... etc.

Schedule of asynchronous interactive activities (in the case of e-learning and blended learning)

Week	Task / activity	Reference	Expected results
1	Introduction to digital business and e-commerce	BOOK	
2	Marketplace analysis for e-commerce	CASE STUDIES	
3	Business models for e-commerce	CASE STUDIES	
4	Managing digital business infrastructure	CASE STUDIES	
5	Privacy and trust in e-commerce	CASE STUDIES	
6	Digital business strategies	CASE STUDIES	
7	Barriers and risks of e-procurement adoption	CASE STUDIES	
8	Digital Marketing	CASE STUDIES	
9	Customer relationship management	CASE STUDIES	
10	Change management	CASE STUDIES	
11	Website project		