



## Course Specification

**Course Name:** [E-Commerce ]

**Course Code:** [IS442]

### I. Basic Course Information

Major or minor element of program: Major

Department offering the course: [Information Systems Department ]

Academic level: [400 Level]

Semester in which course is offered: [First (Fall) Semester]

Course pre-requisite(s): [IS345 - Internet Applications ]

Credit Hours: 3

Contact Hours Through:

Lecture	Tutorial *	Practical *	Total
2.5	0.0	1.5	4.0

\* 1.5 hours for **either** Tutorial or Practical

Approval date of course specification: September 2014

### II. Overall Aims of Course

[To introduce the many aspects of electronic commerce (EC) through a managerial perspective.  
To thoroughly explain what EC is, how it's being conducted and managed, how to assess its opportunities, limitations, issues and risks all from a managerial perspective.  
To focus on one of the areas or applications in the industry in Egypt through the conduct of a market or case study. ]

### III. Program ILOs covered by course

Program Intended Learning Outcomes (By Code)			
Knowledge & Understanding	Intellectual Skills	Professional Skills	General Skills
[K10,K16,K17,K20 ]	[I1,I8,I18 ]	[P11,P14,P17 ]	[G1,G2,G6,G8 ]



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#### IV. Intended Learning Outcomes of Course (ILOs)

##### a. Knowledge and Understanding

On completing the course, students should be able to:

- K1. Recognize different concepts concerning E-Commerce and E-Marketplaces.
- K2. Differentiate between E-Commerce types and their usages.
- K3. Explain applications of E-Commerce (EC).
- K4. Explain issues related to the communication and security of information.

##### b. Intellectual/Cognitive Skills

On completing the course, students should be able to:

- I1. Analyze the different applications of EC and their applicability in Egypt.
- I2. Compare the different types of EC and negotiate when to use each one of them.
- I3. Negotiate the different perspectives of applying ethical issues according to culture and customs of countries.

##### c. Practical/Professional Skills

On completing the course, students should be able to:

- P1. Advice of social, ethical and cultural aspects related to EC.
- P2. Apply the concepts of EC in mini-project in one of the industries in Egypt.
- P3. Complete research assignments related to one or more of EC types.

##### d. General and Transferable Skills

On completing the course, students should be able to:

- G1. Earn and learn effective presentation and communication skills.
- G2. Work effectively as team member through completing projects and case studies.
- G3. Use innovative learning and research skills.
- G4. Acquire professional consulting skills.

#### V. Course Matrix Contents

	Main Topics / Chapters	Duration (Weeks)	Course ILOs Covered by Topic (By ILO Code)			
			K & U	I.S.	P.S.	G.S.
1-	Overview of Electronic Commerce	1	K1	I1	P3	All
2-	E-Commerce: Mechanisms, Infrastructure, and Tools	1	All	All	P2, P3	All
3-	Retailing in E-Commerce: Products & Services	1	All	All	P2, P3	All
4-	B2B E-Commerce; Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce	2	All	I1	P2, P3	All
5-	Mobile Commerce and Ubiquitous Computing; Social Commerce	2	All	All	P2, P3	All
6-	Marketing & Advertising in E-Commerce	1	All	All	P2, P3	All
7-	E-Commerce Security & Fraud Protection	1	K3,K4	I3	All	All
8-	Electronic Commerce Payment Systems	1	K3,K4	I1	P2, P3	All
9-	Order Fulfillment along Supply Chain	1	All	All	P2, P3	All
10-	EC Strategy, Globalization, and SME	1	K3	All	All	All
11-	Case Study	1	All	All	All	All
	<b>Net Teaching Weeks</b>	<b>13</b>				



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VI. Course Weekly Detailed Topics / hours / ILOs

Week No.	Sub-Topics	Total Hours	Contact Hours	
			Theoretical Hours	Practical Hours *
1	Overview of Electronic Commerce	2.5	2.5	
2	E-Commerce: Mechanisms, Infrastructure, and Tools	4	2.5	1.5
3	Retailing in E-Commerce: Products & Services	4	2.5	1.5
4	B2B E-Commerce; Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce	4	2.5	1.5
5	Mobile Commerce and Ubiquitous Computing;	4	2.5	1.5
6	Social Commerce	4	2.5	1.5
7	<b>Midterm Exam</b>			
8	Marketing & Advertising in E-Commerce	4	2.5	1.5
9	E-Commerce Security & Fraud Protection	4	2.5	1.5
10	Electronic Commerce Payment Systems	4	2.5	1.5
11	Legal, Ethical and Social Impacts of EC	4	2.5	1.5
12	EC Strategy & Implementation	4	2.5	1.5
13	Order Fulfillment along the Supply Chain	4	2.5	1.5
14	Project / Case Studies Presentations	4	2.5	1.5
15	<b>Final Exam</b>			
<b>Total Teaching Hours</b>		<b>51</b>	<b>33</b>	<b>18</b>

\* No Practical/Tutorial during the first week of the semester

VII. Teaching and Learning Methods

Teaching/Learning Method	Selected Method	Course ILOs Covered by Method (By ILO Code)			
		K & U	Intellectual Skills	Professional Skills	General Skills
Lectures & Seminars	X	All	All	[]	[]
Tutorials	[]	[]	[]	[]	[]
Computer lab Sessions	X	All	All	All	All
Practical lab Work	[]	[]	[]	[]	[]
Reading Materials	X	[]	[]	All	[]
Web-site Searches	X	All	All	All	All
Research & Reporting	[]	[]	[]	[]	[]
Problem Solving / Problem-based Learning	[]	[]	[]	[]	[]
Projects	[]	[]	[]	[]	[]
Independent Work	X	[]	[]	All	[]



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Group Work	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Case Studies	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Simulation Analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (Specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VIII. Assessment Methods, Schedule and Grade Distribution

Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Assessment Weight / Percentage	Week No.
		K & U	I.S.	P.S.	G.S.		
Midterm Exam	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20%	7
Final Exam	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	60%	15
Quizzes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5%	
Course Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Report Writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Case Study Analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Oral Presentations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5%	2-13
Practical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Group Project	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10%	14
Individual Project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Others (Specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

IX. List of References

<b>Essential Text Books</b>	<ul style="list-style-type: none"> <li>Electronic Commerce 2012 – A Managerial Perspective and Social Networks Perspectives, by Efraim Turban and David King. Prentice Hall.</li> </ul>
<b>Course notes</b>	<ul style="list-style-type: none"> <li>Lecture notes on "Electronic commerce: A managerial perspective"</li> </ul>
<b>Recommended books</b>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Periodicals, Web sites, etc....</b>	<ul style="list-style-type: none"> <li>"Electronic commerce: A managerial perspective" website</li> </ul>

X. Facilities required for teaching and learning

List the facilities required <ul style="list-style-type: none"> <li>Data show</li> <li>Computer</li> </ul>
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Course coordinator: [Dr. Sherine Ghoneim]

Head of Department: Ass. Prof. Ehab Ezzat

Date: September 2014