



# Course Specifications

|                      |   |
|----------------------|---|
| <b>Course Title:</b> | E-Commerce  |
| <b>Course Code:</b>  | 231CIS-3  |
| <b>Program:</b>      | Information Systems                                 |
| <b>Department:</b>   | Information Systems                                 |
| <b>College:</b>      | College of Computer Science and Information Systems |
| <b>Institution:</b>  | Najran University                                   |



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## A. Course Identification

|   |   |
|---|---|
| <b>1. Credit hours:</b>                               | <b>3 (2,1,1)</b>  |
| <b>2. Course type</b>                                 |   |
| a.  | University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> |
| b.  | Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>  |
| <b>3. Level/year at which this course is offered:</b> | <b>Level 4/ Year 2</b>  |
| <b>4. Pre-requisites for this course (if any):</b>    |   |
| <b>5. Co-requisites for this course (if any):</b>     |   |

## 6. Mode of Instruction (mark all that apply)

| No | Mode of Instruction   | Contact Hours | Percentage |
|----|-----------------------|---------------|------------|
| 1  | Traditional classroom | 75            | 100%       |
| 2  | Blended               |               |            |
| 3  | E-learning            |               |            |
| 4  | Correspondence        |               |            |
| 5  | Other                 |               |            |

## 7. Actual Learning Hours (based on academic semester)

| No                           | Activity                        | Learning Hours |
|------------------------------|---------------------------------|----------------|
| <b>Contact Hours</b>         |                                 |                |
| 1                            | Lecture                         | 30             |
| 2                            | Laboratory/Studio               | 30             |
| 3                            | Tutorial                        | 15             |
| 4                            | Others (specify)                |                |
|                              | <b>Total</b>                    | <b>75</b>      |
| <b>Other Learning Hours*</b> |                                 |                |
| 1                            | Study                           | 30             |
| 2                            | Assignments                     | 7              |
| 3                            | Library                         | 8              |
| 4                            | Projects/Research Essays/Theses |                |
| 5                            | Others                          |                |
|                              | <b>Total</b>                    | <b>45</b>      |

\* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

## B. Course Objectives and Learning Outcomes

### 1. Course Description

Internet is rapidly becoming one of the primary communication, marketing and commercial medium for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans. Topics include an overview of electronic commerce; e-marketplaces including auctions and portals; online marketing and consumer



behavior. It also examines the development of 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; legal, ethical issues; and launching an e-commerce business.

## 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    | <b>Knowledge:</b>   |              |
| 1.1  | Define the basic terminologies of E-commerce.                             | K1           |
| 1.2  | Explain legal, ethical and other relevant issues of E-commerce management | K3           |
| 2    | <b>Skills:</b>  |              |
| 2.1  | Distinguish different types of E-commerce business relationships.         | S1, K1       |
| 2.2  | Analyse features related to E-payments and E-commerce security.           | K2,S1,S3     |
| 2.3  | Evaluate different trends of E-Commerce applications.                     | S4           |
| 3    | <b>Competence:</b>  |              |

## C. Course Content

| No | List of Topics  | Contact Hours |
|----|---|---------------|
| 1  | Overview  | 5             |
| 2  | Introduction electronic commerce                        | 5             |
| 3  | E-commerce: mechanisms, tools and impacts               | 10            |
| 4  | Retailing in electronic commerce: products and services | 5             |
| 5  | Business-to-businesse-commerce                          | 5             |
| 6  | Innovative ec systems                                   | 10            |
| 7  | Mobiler e-commerce and the internet of things           | 5             |
| 8  | Smart e-commerce  | 5             |
| 9  | Marketing and advertising in e-commerce                 | 10            |
| 10 | E-commerce security and fraud issues and protection     | 5             |
| 11 | E-commerce payment systems                              | 5             |



|              |        |           |
|--------------|--------|-----------|
| 12           | Review | 5         |
| <b>Total</b> |        | <b>75</b> |

## D. Teaching and Assessment

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

| Code       | Course Learning Outcomes  | Teaching Strategies | Assessment Methods                    |
|------------|---|---------------------|---------------------------------------|
| <b>1.0</b> | <b>Knowledge</b>  |                     |                                       |
| 1.1        | Define the basic terminologies of E-commerce.                             | Lecture             | Tests, Quizzes, and Assignments       |
|            | Explain legal, ethical and other relevant issues of E-commerce management | Lecture             | Tests, Quizzes, and Assignments       |
| ...        |   |                     |                                       |
| <b>2.0</b> | <b>Skills</b>   |                     |                                       |
| 2.1        | Distinguish different types of E-commerce business relationships.         | Lecture             | Tests, Quizzes, and Assignments       |
| 2.2        | Analyze 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 |
| 2.4        |   |                     |                                       |
| <b>3.0</b> | <b>Competence</b>   |                     |                                       |
| 3.1        |   |                     |                                       |
| 3.2        |   |                     |                                       |
| ...        |   |                     |                                       |

### 2. Assessment Tasks for Students

| # | Assessment task* | Week Due | Percentage of Total Assessment Score |
|---|------------------|----------|--------------------------------------|
| 1 | Lab activities   | 2-to-13  | 10                                   |
| 2 | Assignment 1     | 4        | 1                                    |
| 3 | Quiz 1           | 5        | 4                                    |
| 4 | Test 1           | 7        | 15                                   |
| 5 | Assignment 2     | 8        | 1                                    |
| 6 | Quiz 2           | 9        | 4                                    |
| 7 | Test 2           | 11       | 15                                   |
| 8 | Final Lab        | 15       | 10                                   |
| 9 | Final Test       | 16       | 40                                   |

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



## E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Weekly office hours =10

Weekly academic advising hours = 4

## F. Learning Resources and Facilities

### 1. Learning Resources

|                                       |   |
|---------------------------------------|---|
| <b>Required Textbooks</b>             | Electronic Commerce 2018 - A Managerial and Social Networks Perspective, Springer, (Latest Edition). Efraim Turban, Jon Outland, David King , Jae Kyu Lee, Dr. Ting-Peng Liang and Deborrah C. Turban                   |
| <b>Essential References Materials</b> | 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. |
| <b>Electronic Materials</b>           |   |
| <b>Other Learning Materials</b>       |   |

### 2. Facilities Required

| Item   | Resources                    |
|--|------------------------------|
| <b>Accommodation</b><br>(Classrooms, laboratories, demonstration rooms/labs, etc.)   | Room B-44<br>Laboratory B-41 |
| <b>Technology Resources</b><br>(AV, data show, Smart Board, software, etc.)  | data show, PCs.              |
| <b>Other Resources</b><br>(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             |



| Evaluation Areas/Issues                           | Evaluators      | Evaluation Methods |
|---|-----------------|--------------------|
| Extent of achievement of course learning outcomes | instructor      | Direct             |
| The quality of learning resources                 | Program Leaders | direct             |
|   |                 |                    |
|   |                 |                    |

**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.       | Session No. 10 (441-38-43300) |
| Date                | 17/02/2020                    |

