

Course Definition File

1. Basic Information:

Course Name	E-Commerce & E-Commerce Technologies
Course ID	IWB101
Contact Hours (Registered Sessions)	18
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	NO
Exam	2
Registered Sessions Work Load	18
Synchronized Session Work Load	18
Credit Hours	4

2. Pre-Requisites:

Course	ID
NO	

3. Course General Objectives:

At the end of this course, the learner should:

- Understand the concepts of E-Commerce, E-commerce models, E-Commerce strategy.
- Understand the concepts of E-Marketing.
- Understand the structure of E-Commerce applications and the IT infrastructure of E-Commerce and E-Commerce web sites structure.
- Understand the security measures for E-Commerce applications and the concepts of digital signature.

4. Intended Learning Outcomes (ILO):

Learning Outcomes codes	Learning Outcomes
LO1: 1-2-3	<ul style="list-style-type: none">• Understand the concepts of E-Commerce and E-commerce models and structures
LO2: 4-5	<ul style="list-style-type: none">• Understand the concepts of E-Customers and E-Marketing
LO3: 6	<ul style="list-style-type: none">• Understand B2B E-Commerce
LO3: 7-8-9	<ul style="list-style-type: none">• Understand the IT Infrastructure of E-Commerce

5. Course Content:

LO	Course Syllabus	Recorded Sessions	Synchronized Sessions	Type	Additional Notes
LO1	Understand the concepts of E-Commerce and E-commerce models and structures	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input checked="" type="checkbox"/> Discussions	
LO2	Understand the concepts of E-Marketing and E-Advertisement	2	2	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Discussions	
LO3	Understand the concept of B2BE-Commerce	1	1	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Discussions	
LO4	Understand E-Commerce Infrastructure and E-Commerce IT Infrastructure	6	6	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input checked="" type="checkbox"/> Discussions	

6. Assessment Criteria (Related to ILOs):

LO Code	Assessment Type				
	Interactive Synchronized Collaboration	Practice	Exams	Presentation s And Face-to-Face Assessment s	Reports
LO1	X		X	X	X
LO2	X		X	X	X
LO3	X		X	X	X
LO4	X	X	X	X	X

7. Course Syllabus (18 hours of total synchronized sessions):

LO	Chapter No	Chapter
LO1	1	Introduction to E-Commerce
LO1	2	E-Commerce Business Models
LO1	3	E-Commerce Strategy
LO2	4	E-Advertisement
LO2	5	E-Customers
LO3	6	B2B E-Commerce
LO4	7	The Structure of E-Commerce Applications
LO4	8	E-Commerce IT Infrastructure
LO4	9	Building web sites for E-Commerce

8. Practice Tools:

Tool Name	Description
Website design tools	