Syrian Arab Republic		الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليـم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: E-Business Management

1- Basic Information:

Course Name	E-Business Management
Course ID	BMN507
Contact Hours (Registered Sessions)	36
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	54
Synchronized Session Work Load	24
Credit Hours	6
Course Level	5

2- Pre-Requisites:

Course	**ID**
Management Information Systems	BMN504
English Level 3	Eng3

3- Course General Objectives:

In this course, we will introduce to the concept of e-business and various categories of e-business. Students will learn the benefits of conducting e-business and how to assess if a business needs or is ready for e-business.

This course aims to provide insight how e-business operates. It examines how e-business evolved, the technologies and business models that drive it, the threat it poses to traditional business models, and how to develop a fuller understanding of e-business opportunities.

The main objectives of this course are:

- To make students acquainted with basic e-business domain concepts, and different forms and ways of electronic business through examples of good practices, and to present modern business challenges and technical aspects of electronic business.
- To get students equipped with basic skills of using contemporary information technologies that support electronic business processes.
- To develop students' capabilities of applying the knowledge in creative solutions of concrete business problems by using information and communication technologies.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Defines electronic business and explains the reasons that led to its rapid development
ILO2	Explains the theoretical and practical foundations of the application and implementation of business via the Internet and electronic networks
ILO3	Analyzes and evaluates techniques, tools and methods of applying e-business
ILO4	Analyzes strategies and methods of creating value in e-business
ILO5	Analyzes and evaluates mechanisms and methods of interaction with customers and suppliers in e-business
ILO6	Designs plans that are compatible with the nature of e-business

5- Course Syllabus (36 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
	Ch01 - Introduction to E-business and E-commerce			☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student

				is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
Ch02 - E-Commerce I			☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
Ch03 - E-Commerce II			☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the

				questions mentioned in the case study.
	Ch04 - Mobile Business and Commerce			☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
	Ch05 - Social Commerce			☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
	Ch06 - E-business infrastructure			☐ Exercises ☒ **Assignments**	Additional readings to enhance the student

					☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
	Ch07 - E-payment				☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
	Ch08 - E-business strategy				☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these

				reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
Ch09 - E-marketing I			☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
Ch10 - E-marketing II			☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-

					business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.
	Ch11 – Business to Business Management			☐ Exercises ☒ **Assignments** ☒ **Seminars** ☐ Projects ☐ Practices ☐ Others	Additional readings to enhance the student understanding of e-business management and its role in organizations. Discussion about these reading could be done during the session. The assignment, which is a practical case of e-business management in a particular company, through which the student is asked to apply the concepts covered by the course on the case of the company and answer the questions mentioned in the case study.

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration		Ex	Exams		Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments		PW	Practice Work			

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Defines electronic business and explains the reasons that led to its rapid development	Explain what is e-business and related concepts	X		X	X	X

ILO2	Explains the theoretical and practical foundations of the application and implementation of business via the Internet and electronic networks	Compare between the different applications of e-business and their roles in organizations	X		X	X	X
ILO3	Analyzes and evaluates techniques, tools and methods of applying e-business	Explain how an organization can use e-business effectively	X		X	X	X
ILO4	Analyzes strategies and methods of creating value in e-business	Explain how to build an e-business strategy	X		X	X	X
ILO5	Analyzes and evaluates mechanisms and methods of interaction with customers and suppliers in e-business	Demonstrate hoe the organization can enhance its relationships with customers and suppliers using e-business	X		X	X	X
ILO6	Designs plans that are compatible with the nature of e-business	Show how to build on design new business models depending on e-business	X		X	X	X

7- Practice Tools:

Tool Name	Description
Non	-

8- Main References

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11. Martínez-López, F. Handbook of Strategic e-Business Management. Springer (2014).
12. Qin, Z. Chang, Y. Li, S. and Li, F. E-Commerce Strategy, Springer Berlin Heidelberg (2014).
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15. Turban, E. Strauss, J. and Lai, L. Social Commerce Marketing, Technology and Management. Springer (2016).
16. Wei, J. Mobile Electronic Commerce - Foundations, Development, and Applications. CRC Press (2014).

9- Additional References

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2. Combe, C. Introduction to e-Business Management and Strategy. Elsevier (2006).
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4. Jelassi, T. Enders, A. Marenez-Lopez, F. Strategies for e-business - creating value through electronic and mobile commerce - concepts and cases. Pearson (2014).
5. Kutz, M. Introduction to E-Commerce – Combaining Business and Information Technology, Bookboon (2016).
6. Meier, A. Stormer, H. eBusiness & eCommerce - Managing the Digital Value Chain. Springer (2009).
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11. Turban, E. Whiteside, J. King, D. Outland, J. Introduction to Electronic Commerce and Social Commerce, 4th edition. Springer (2017).

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