

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Definition:

### 1- Basic Information:

Course Name	E-commerce Technology
Course ID	CM
Contact Hours (Registered Sessions)	6
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	---
Exam	
Registered Sessions Work Load	
Synchronized Session Work Load	
Credit Hours	4

### 2- Pre-Requisites:

Course	ID
Web Applications	WB

### 3- Course General Objectives:

The course covers two important aspects of e-commerce, business and technical aspects. It introduces basic concepts and definitions, business models concepts and types and analyses the recent successful business ideas in e-commerce. It also introduces the different technical tools available on the Internet for use to implement e-commerce websites and applications. It ultimately enables the student to build an integrated e-commerce website considering security issues and marketing tools.

### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Introduce E-commerce concepts and definitions
ILO2	Explore E-commerce business models: concepts, types and categories
ILO3	Recognize E-commerce technical infrastructure: the Internet and the web and other tool

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<b>ILO4</b>	Explore E-commerce Payment systems theory and explore Paypal as case study
<b>ILO5</b>	Understand online marketing tools and explore Google services as case study
<b>ILO6</b>	Become able to build an integrated e-commerce application
<b>ILO7</b>	Understand e-commerce issues and the existed technical solutions
<b>ILO8</b>	Understand supply chain management concepts and related tools

### 5- Course Syllabus (18 hours of total synchronized sessions)

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

ILO	Course Syllabus	RS	SS	Type	Additional Notes
<b>ILO1</b>	• concepts and definitions		1.5	assignments	
<b>ILO2</b>	• business models	1.5	4.5	assignments	
<b>ILO3</b>	• infrastructure		1.5	assignments	
<b>ILO4</b>	• Payment systems	1.5	3	assignments	Exercises
<b>ILO5</b>	• Marketing tools		1.5	assignments	Exercises
<b>ILO6</b>	• Building integrated e-commerce website	1.5	1.5	assignments	Exercises
<b>ILO7</b>	• E-commerce security	1.5	3		Exercises
<b>ILO8</b>	• Supply Chain Management		1.5		Exercises

### 6- Assessment Criteria (Related to ILOs)

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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	concepts and definitions		✓	✓	✓		✓
ILO2	business models		✓	✓	✓		✓
ILO3	infrastructure		✓	✓	✓		✓
ILO4	Payment systems		✓	✓	✓		✓
ILO5	Marketing tools		✓	✓	✓		✓
ILO6	Building integrated e-commerce website		✓	✓	✓		✓
ILO7	E-commerce security		✓	✓	✓		
ILO8	Supply Chain Management		✓	✓	✓		

## 7- Practice Tools:

Tool Name	Description
Open source merchant software	One of the available free open source e-commerce software
Paypal developer website	Paypal test environment for developers

## 8- Main References

E-commerce: Business, Technology, Society, K. Laudon, C. G. Traver, 12 edition, Pearson, Prentice Hall, 2016