



KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

B2B Commerce Course Syllabus			
Course Title	B2B Commerce		
Course Code	ECO 4330	No. of Credits	3
Department	E-Commerce	College	College of Business
Pre-requisites Course Code	Foundation of E-Commerce (ECO 3305)	Co-requisites Course Code	None
Course Coordinator(s)	Adnan H. M. Al-Helali		
Email	Adnan.hadi@komar.edu.iq	Office No. 309	IP No. 123
Other Course Teacher(s)/Tutor(s)	None		
Class Hours	Monday and Wednesday from 10:00 to 11:30 AM		
Office Hours	Tuesday from 10:00 to 12:00		
Course Type	<input type="checkbox"/> E-Commerce Requirements		
Offer in Academic Year	<input type="checkbox"/> Fall Semester 2015		
COURSE DESCRIPTION			
<p>Business-to-Business commerce course deals with business concepts, company-centric B2B, public B2B exchanges and portals, supply chains, collaborative B2B commerce, Intrabusiness, and supporting technologies that can lead to successful development and effective B2B commerce relationships. This course also focuses on a wide range of current issues in B2B commerce, such as B2B commerce security, B2B payment, B2B strategy, B2B process management, customer relationship management, customer satisfaction measurement, business decision-making process, market orientation, and marketing channels. This course is also aimed to assist students in building critical analytical and problem-solving abilities in real life B2B commerce.</p>			
COURSE LEARNING OUTCOMES			
<p>After participating in the course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Describe the B2B commerce infrastructure and standards 2. Classify the major types of B2B commerce models. 3. Utilize business models and frameworks to professionally and strategically describe practical B2B commerce processes that have transnational implications. 4. Use leading-edge productivity software and other computing technologies to generate business plans as well as presentations that have a global appeal. 5. Analyze, and manage critical B2B commerce problems using quantitative and qualitative methods; 6. Make use of reasonable and ethical decisions in B2B commerce that deal with global practices, strategies, negotiations, and management. 			



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GUIDELINES ON GRADING POLICY

A	=	95	–	100	Points
A–	=	90	–	94	Points
B+	=	87	–	89	Points
B	=	83	–	86	Points
B–	=	80	–	82	Points
C+	=	75	–	79	Points
C	=	70	–	74	Points
C–	=	65	–	69	Points
D+	=	60	–	64	Points
D	=	55	–	59	Points
D–	=	50	–	54	Points
F	=	0	–	49	Points
W	Withdrawal				
I	Incomplete				

(65 is the passing grade. A 100 is your goal)

COURSE CONTENT

Course topics include:

1. Overview of Electronic Commerce and B2B
2. Company-Centric B2B, Public B2B Exchanges and Portals
3. E-Supply Chains, Collaborative Commerce, and Intrabusiness EC
4. B2B Mobile Commerce
5. B2B Commerce Security
6. B2B Commerce Payment Systems
7. B2B Commerce Strategy
8. Launching a Successful Online Business
9. Legal, Ethical, and Social Impacts of B2B EC
10. Building B2B Commerce Application and Infrastructure

COURSE TEACHING AND LEARNING ACTIVITIES

Course Teaching and Learning Activities: (short description)

Teaching Strategies

1. Lectures/Demonstrations.
2. Hands-on exercises.
3. Assignments.
4. Interactive class discussion.
5. Tests and quizzes.

Student Activities

Students must:

1. Read and comprehend the textbook material.
2. Attend all the classes and take notes on class discussions.
3. Actively participate in class discussions and activities.
4. Submit all the assignments and the project on time.
5. Pass tests and quizzes.



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COURSE ASSESSMENT TOOLS		
Assessment Tool	Description	Weight
Quizzes	Quizzes are scheduled as shown in the semester schedule. Students will take 5 quizzes. All the quizzes will be counted toward your final grade.	15%
Assignments and Participation	Two assignments will be conducted during the semester; each one will be given as scheduled and will be posted on Google Classroom.	15%
Midterm Exam	The midterm exam will be designed to cover the students' learning outcomes number 1, 2 and 3.	30%
Final Exam	The final exam will be designed to cover all the students' learning outcomes for this course. The exam will be close book, no materials are allowed except the one that will be given by the instructor.	40%
ESSENTIAL READINGS		
<p>Textbooks: Electronic Commerce: A Managerial and Social Networks Perspective, Efraim Turban, et al. , 7th edition, Pearson, 2012, ISBN: 0-13-214538-3</p> <p>References:</p> <ol style="list-style-type: none">1. Electronic Commerce 2004: A Managerial Perspective By David King, Jae Lee, Merrill Warkentin & H. Michael Chung Prentice-Hall, 20042. Electronic Commerce, 4 th edition By Schneider, G. Boston : Thomson Course Technology, 2003.		
COURSE POLICY (including plagiarism, academic honesty, attendance etc.)		
<p>Attendance Policy Students are expected to attend all the classes for the entire semester. Students are responsible for material presented in lectures. Attendance is taken at the beginning of each class. Only students with official KUST absences, family crises, and illness are excused from class. This in no way cancels any responsibility for work due or assigned during absence. The student who misses more than 10 percent of the course classes will be placed on probation.</p> <p>Make-up Policy Because all examinations are announced in advance a zero will be assigned to any missed examination unless a student has a legitimate acceptable reason, such as illness, for not being able to take the examination during all the days when the examination was announced.</p> <p>Academic Dishonesty Any type of dishonesty (plagiarism, copying another's test or home-work, etc) will NOT be tolerated. Students found guilty of any type of academic dishonesty are subject to failure in this course, plus further punishment by the University Consul.</p>		



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Deadlines/Due Dates

Recognizing that a large part of professional life is meeting deadlines, it is necessary to develop time management and organizational skills. Failure to meet the course deadlines will result in penalties.

GUIDELINES FOR SUCCESS

1. Work both independently and in groups of your study of peers, who can help you understanding the course material.
2. Pay a full attention in the class when your instructor explain the lesson, if you understand 70% directly from the instructor, then the 30% will be just practice exercises.
3. Understanding more than memorizing will help you a lot in passing exams.
4. Working many problems beyond the assigned homework will help mastering.
5. Ask a question when something is not clear.
6. Finally, attend every lecture and getting missed material is your responsibility.

E-MAIL ETIQUETTE OF COMMUNICATION

Please note the following in regards to e-mail communication:

1. It is your responsibility to update your Komar-email address daily for course updates. Faculty will not be able to contact you if you fail to have an email address and you could potentially miss important information about the course.
2. Email will only be answered if it comes from Komar-email address. Faculty will not respond to unprofessional email addresses.
3. Mail should have a subject heading which reflects the content of the message.
4. Your message should begin with an appropriate salutation, including the name of the person being addressed, and end with thanks followed by your full name of the sender.
5. Emails that do not follow the above guidelines, or are written in an unprofessional and / or disrespectful manner as well as anonymous emails will not be addressed.
6. Failure to check e-mail or Google classroom may result in you missing important assignments and subsequently affect your grade.

CELL PHONES

All cell phones are expected to be switched to vibrating mode if available and turned off completely if this feature is not an option. Disruption of class due to a cell phone will not be tolerated and the student will be asked to leave class. All other electronic equipment that the faculty member deems not essential to the provision of academic learning is prohibited from being used in class.

REVISION TO THE SYLLABUS

This syllabus is subject to change. It is the duty of the instructor to inform students of changes in a timely fashion after approval of Quality Assurance Office (QAO).



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Course calendar: Please check the academic calendar for 2015/2016 (Subject to Change)

Lecture	Beg/End Dates	Topics (Chapters)	Course Requirements
1	28 Sep – 1 Oct 2015	<p>Chapter 1- Overview of Electronic Commerce and B2B</p> <ul style="list-style-type: none"> • Define electronic commerce (EC) and describe its various categories. • Describe and discuss the content and framework of EC. • Describe the major types of EC transactions. • Describe some EC business models. • Describe the benefits of EC to organizations, consumers, and society. • Describe the limitations of EC. • Describe the role of the digital revolution in EC. • Describe the contribution of EC to organizations responding to environmental pressures. 	
2	4 – 8 Oct 2015	<p>Chapter 6. Company-Centric B2B</p> <ul style="list-style-type: none"> • Describe the B2B field. • Describe the major types of B2B models. • Discuss the characteristics of the sell-side marketplace, including auctions. • Describe the sell-side intermediary models. • Describe the characteristics of the buy-side marketplace and e-procurement. 	Assignment #1
3	11 – 15 Oct 2015	<ul style="list-style-type: none"> • Explain how reverse auctions work in B2B. • Describe B2B aggregation and group purchasing models. • Describe infrastructure and standards requirements for B2B. • Describe Web EDI, XML, and Web services. 	Quiz #1
4	18 – 22 Oct 2015	<p>Chapter 7. Public B2B Exchanges and Portals</p> <ul style="list-style-type: none"> • Define e-marketplaces and exchanges and describe their major types. • Describe the various ownership and revenue models of exchanges. • Describe B2B portals. • Describe third-party exchanges. • Distinguish between purchasing (procurement) and 	



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		<p>selling consortia.</p> <ul style="list-style-type: none"> Define dynamic trading and describe B2B auctions. 	
5	25 – 29 Oct 2015	<ul style="list-style-type: none"> Describe the operation and benefits of networks of exchanges. Discuss exchange management. Describe the critical success factors of exchanges. Discuss implementation issues of e-marketplaces and exchanges. Describe the major support services of B2B. Describe the role of extranets in supporting marketplaces and exchanges. 	Assignment #2
6	1 – 5 Nov 2015	<p>Chapter 8. E-Supply Chains, Collaborative Commerce, and Intra-business Commerce</p> <ul style="list-style-type: none"> Define the e-supply chain and describe its characteristics and components. List supply chain problems and their causes. List solutions to supply chain problems provided by EC. Define c-commerce and list its major types. Describe collaborative planning and Collaboration, Planning, Forecasting, and Replenishing (CPFR), and list their benefits. Define intrabusiness EC and describe its major activities. Discuss integration along the supply chain. Understand corporate portals and their types and roles. Describe e-collaboration tools such as workflow and groupware. 	
7	8 – 12 Nov 2015	<p>Chapter 11. B2B Mobile Commerce</p> <ul style="list-style-type: none"> Discuss the characteristics and attributes of B2B m-commerce. Describe the drivers of B2B m-commerce. Understand the technologies that support m-commerce. Describe wireless standards and transmission networks. Discuss m-commerce applications in finance, advertising, and provision of content. Describe the applications of m-commerce within organizations. 	Quiz #2



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		<ul style="list-style-type: none"> Understand B2B and supply chain applications of m-commerce. Describe consumer and personal applications of m-commerce. 	
	15 – 19 Nov 2015	Midterm Exam	
8	22 – 26 Nov 2015	<p>Chapter 12. B2B Commerce Security</p> <ul style="list-style-type: none"> Document the rapid rise in computer and network security attacks. Describe the common security practices of businesses of all sizes. Understand the basic elements of EC security. Explain the basic types of network security attacks. Describe common mistakes that organizations make in managing security. Discuss some of the major technologies for securing EC communications. Detail some of the major technologies for securing EC networks components. 	Assignment #3
9	29 Nov – 15 Dec 2015	<p>Chapter 14. B2B Commerce Payment Systems</p> <ul style="list-style-type: none"> Understand the crucial factors that determine the success of e-payment methods. Discuss the players and processes involved in using credit cards online. Discuss the different categories and potential uses of smart cards. Discuss various online alternatives to credit card payments and identify under what circumstances they are best used. Describe the processes and parties involved in e-checking. Describe payment methods in B2B EC, including payments for global trade. Discuss bill presentment and payment. Describe special payment methods. 	
10	6 – 10 Dec 2015	<p>Chapter 15. B2B Commerce Strategy</p> <ul style="list-style-type: none"> Describe the strategic planning process. Understand how e-commerce impacts the strategic planning process. Understand how B2B Commerce applications are 	



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		<p>formulated, justified, and prioritized.</p> <ul style="list-style-type: none"> • Describe strategy implementation and assessment, including the use of metrics. • Understand the causes of EC failures and lessons for success. • Evaluate the issues involved in global EC. • Analyze the impact of EC on small businesses. 	
12	13 – 17 Dec 2015	<p>Chapter 16. Launching a Successful Online Business</p> <ul style="list-style-type: none"> • Understand the fundamental requirements for initiating an online business. • Describe the funding options available to startup businesses. • Evaluate the options for hosting Web sites. • Understand the processes and business decisions associated with managing Web site development. • Understand the importance of providing content that meets the needs and expectations of the intended audience. • Understand the benefits of customer relationship management through customer self-service, listening to customers, and increasing trust. 	Quiz #3
13	20 – 24 Dec 2015	<p>Chapter 17. Legal, Ethical, and Social Impacts of B2B EC</p> <ul style="list-style-type: none"> • Describe the differences between legal and ethical issues in B2B EC. • Understand the difficulties of protecting privacy in B2B EC. • Discuss issues of intellectual property rights in B2B EC. • Understand the conflict between free speech and censorship on the Internet. • Describe major legal issues in B2B EC. • Describe the types of fraud on the Internet and how to protect against them. • Describe representative societal issues in B2B EC. • Describe the role and impact of virtual communities on B2B EC. 	Assignment #4
	27 – 31 Dec 2015	New Year Holiday	



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14	3 – 7 Jan 2015	Chapter 18. Building B2B Commerce Application and Infrastructure <ul style="list-style-type: none">• The development process• The Major B2B Commerce Applications and Their Functionalities• Development Options for B2B Commerce Applications• Criteria for Selecting a Development Approach• Third-Party B2B Commerce Components and Suites	Quiz #4
15	10 – 14 Jan 2015	<ul style="list-style-type: none">• Connecting to Databases and Other Enterprise Systems• Rise of Web Services• Vendor and Software Selection• Usage Analysis and Site Management	Assignment #5
16	17 – 21 Jan 2015	review	
		Final Exam	