# KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY
## (KUST)

| COURSE SYLLABUS TEMPLATE | | | |
|---|---|---|---|
| **Course Title** | FOUNDATION OF E-COMMERCE | | |
| **Course Code** | ECO-2405 | **No. of Credits** | 4 Credit Hours |
| **Department** | E-Commerce | **Collage** | College of Business |
| **Pre-requisites Course Code** | N.A. | **Co-requisite Course Code** | N.A. |
| **Course Instructor** | Mustafa Hassan Mohammad, PhD | | |
| **Email** | mustafa.hassan@komar.edu.iq | **IP No.** | 104 |
| **Course Other Teacher(s) /Tutor(s)** | Mr. Hemin Ibrahim and Mr. Mohammad Khaleel | | |
| **Teaching Hours** | **Sunday**: 12:00 pm - 14:00 pm  **Thursday**: 12:00 pm - 14:00 pm | **Lecture Hall No. 107 and Lab. No. 114** **Lecture Hall No. 107** | |
| **Contact Hours** | **Monday**: 08:00 am - 11:00 am  **(Office No. 311)** **Tuesday**: 12:00 pm - 16:00 pm **Thursday**: 08:00 am - 12:00pm or by appointment, also you can send an email at any time. | | |
| **Course Type** | Core Course | | |
| **Offer in Academic Year** | Fall 2014 | | |

## COURSE DESCRIPTION

The advent of electronic commerce (E-Commerce) has not existed long enough for there to be an established curriculum or a cohesive **body of knowledge**. Here, this course attempts to provide something of a broad coverage, but certainly there is no attempt to cover all aspects of E-Commerce. This course focuses on foundations of e-commerce, its infrastructure, current business models in business-to-customers (B2C) and business-to-business (B2B), E-Bank, E-Govt. transactions, security and quality assurance, e-commerce strategies, payment systems, and various issues-Internet marketing, legal, regulatory, technological, social, and ethical--which relate to electronic business, systems development issues, electronic data interchange, web-based marketing, e-supply chains, e-procurement, e-marketplace, customer relationship management, and web-enabling mobile.

## COURSE OBJECTIVES

E-commerce has posed many new issues in the development of business information systems. In order to develop effectively and efficiently information systems for contemporary business, the Information System specialists should understand new contexts, practices, and appropriate IT- specifically web-based technologies. The primary objective of this course is to introduce the student to basic foundation of E-Commerce, its impacts on business processes, and keys issues in the development of web-based business information systems and applications. Also it to impart the knowledge to allow students to intelligently solve practical business problems.

## COURSE LEARNING OUTCOMES

At the end of the course, the students is expected to have the basic knowledge of e-commerce ; understand the need to design E-Commerce systems that fully meet the requirements of the intended users; be able to apply these principles in practice. More specifically, upon completion of this course, the student should be able to:

- To gain knowledge and understanding of the concepts underlying e-commerce
- Understand the process of setting up an interactive web site, displaying product catalogue, deploying

shopping carts, handling credit card transaction. (A, B, C, D), and Describe E-Commerce payment systems
- Identify e-business models.
- Describe issues of concern in the design and development of an e-commerce (e-business).
- Discuss the techniques and technologies used to process online payments.
- Understand the process of maintaining security on the E-commerce site. (C)
- Have knowledge in XML technology related to Business-to-Business E-commerce. (A)
- Discuss the issues facing businesses that are considering worldwide marketing of their products and services.
• **Cognitive skills (thinking and analysis).**
- Be able to evaluate the information needs and requirements of a business entity wishing to adhere to ecommerce paradigm (B). And development of an appropriate business information system to support the organizational needs. (B, C)
- Be able to differentiate between business-to-business marketing and business-to-consumer marketing - Be able to build an online store. (B, D)
- Be aware of security issues and of technologies designed to ensure secure transactions
• **Communication skills (personal and academic).**
- Be able to work as a team and be able to write reports and make presentation
• **Practical and subject specific skills (Transferable Skills).**
- Be able to work with an online store and modify it as necessary, and explain how businesses sell products and services on the Web.

**COURSE CONTENT**

1. Introduction to e-Commerce (Dr. Mustafa)
    1.1 what is e-Commerce
    1.2 e-Commerce Strategy
    1.3 Global Village
        1.3.1   e-Business
        1.3.2   e-Government
        1.3.3   e-Banking
        1.3.4   B-2-B
    1.4 International Market of e-Business
        1.4.1   Worldwide business size
        1.4.2   countries leading e-business
        1.4.3   what about MENA
2. Infrastructure of  e-Commerce (Mohammad Khaleel)
    2.1 Define IT for Business
    2.2 List Database for e-Commerce
    2.3 Managing database king business website
    2.4 Making business website (Mr. Hemin)
3. E-marketing
    3.1 purpose of the technology-based marketing (Dr. Mustafa)
    3.2 users of e-business
4. Application: Practical (Dr. Mustafa and Mr. Hemin)
    4.1 e-company (e-bay, Amazon, Alibaba)
    4.2 e-government (Dubai)
    4.3 Personal Project Presentation (25% of total score)

**GRADING POLICY**

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

*Note: Passing Grade is 65% and above*

**COURSE TEACHING AND LEARNING ACTIVITIES**

1. **Lectures**: The lectures provide a broad introduction to each topic and emphasis key concepts.
2. **Case Studies:** the numerous Case Studies are important learning tools, integrated closely with the theoretical materials presented in each chapter.
3. **Laboratories:** 10 hours, (1 hour per weeks).
4. **Project Presentation**: 2 hours for presentation by students individually or in a group.
5. **Quick Quizzes**: There are some announced quizzes.
6. **Feedback**: Feedback on student progress will be given throughout the course.
7. **Class participation**: Class participation is encouraged and will enhance your knowledge and influence your grade.
8. **Examinations**: Exams are all comprehensive in nature.

**COURSE ASSESSMENT Tools**

| | | |
|---|---|---|
| **Participation** | This includes class participation, email interaction with the teacher, discussion forum and presentation | **10%** |
| **Project Presentation** | . Personal Project must be presented, late submission will not be accepted. Individually prepared or group collaborated project is encouraged. | **25%** |
| **Quizzes** | there are two quizzes that the students are suppose to appear in. | **15 %** |
| **Mid-Term** | Mid-term will be conducted and covers all the studied chapters | **25%.** |
| **Final Exam** | The final examination will be a comprehensive covering many of the course materials. | **25%.** |

**ESSENTIAL READINGS: (Journals, textbooks, website addresses etc.)**

**Textbook**:          **Laudo**n, Kenneth C. and Carol Guercio Traver  (2014). E-Commerce
                              Business. Technology. Society. 10th Edition, Prentice Hall.

**Additional Resource**:   **Turban**, Rainer, and Potter, Introduction to E-Commerce, second edition,
                    2003.
                    *In addition to the above, the students will be provided with handouts by the
                    lecturer*

**COURSE POLICY** *(including plagiarism, academic honesty, attendance etc)*

| Attendance Policy | KUST Academic Policy |
|---|---|
| | http://sar.komar.edu.iq/files/Student%20hand%20Book%202013.pdf |
| | Attendance: |
| | ❖ Students are expected to **attend all lectures** and must **attend all examinations, quizzes, and practical exercises.** |
| | ❖ Faculty **need not** give substitute assignments or examination to students who miss classes **without official permission.** |
| | ❖ Student must arrange with the faculty to **make-up** the missed class. |
| | ❖ Students are subject to the regulation and policies mentioned in the **KUST Student Handbook**. |
| | ❖ KUST guidelines for lateness are as follows: **Three occasions of lateness count as one absence**. (you can be considered in lateness from the 10$^{th}$ minute). |

**GUIDELINES FOR SUCCESS**

The following points may help the students to success:

 i. Attend all lectures, pay attention, participate during the classes, and keep asking questions.

ii. Be prepare for the classes, quizzes, and examinations ahead of time schedule.

iii. Need not to memorize everything, instead of that try to understand and enhance your knowledge.

iv. Ask for help from your teacher or classmates and don't feel shy for acquire of knowledge and understanding of subject matter.

v.  Take note during the lecture.

**NOTE: students are required to bring  their notebooks, pens and keep themselves away from cell-phones.**

**REVISION TO THE SYLLABUS**

This syllabus is subject to change, it is the responsibility of the instructor to let the students be informed and aware of such change, if, happened, in a timely fashion after the  approval of Quality Assurance Office (QAO).

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| Week | Beg/End Dates | Topics (Chapters) | Course requirements |
|---|---|---|---|
| 1 | 14/Sept.<br>16/Sept. | **AN INTRODUCTION TO E-COMMERCE:**<br>  Overview of E-commerce<br>  Definition of E-Commerce | |
| 2 | 21-25/09 | E-commerce Business Models and Concepts<br>Business Models and Plan | |
| 3 | 28/09/2014<br>02/10/2014 | Business Models<br>Business Plan | |
| 4 | 12-16 Oct. 2014 | Global Village<br>e-Business and B2B | |
| 5 | 19-23 Oct. | e-Banking and Internet banking<br>Practical | |
| 6 | 26-30 Oct. 2014 | E-Government: Technical Aspects of E-government<br> e-Government Strategy and Countries experience<br>E-government (Dubai)<br>Practical | Quiz # 01 |
| 7 | 02-06 Nov. 2014 | Building an E-commerce Presence<br>E-Commerce Strategy<br>Practical (Amazon.com) | |
| | **08 to13 Nov./2014** | **Midterm Exam, No Classes** | Midterm |
| 8 | 16-20 Nov. 2014 | Infrastructure of e-Commerce (Mohammad Khaleel)<br>Define IT for Business | |
| 9 | 23-27 Nov. 2014 | List Database for e-Commerce (Mohammad Khaleel)<br>Managing database king business website | Homewok |
| 10 | 30/11-04 Dec. 2014 | International Market of e-Business<br>Worldwide business size<br>Practical ((e-bay.com) | |
| 11 | 07-11 Dec. 2014 | Countries leading e-business<br>E-Business in MENA Countries | Project |
| 12 | 14-18 Dec. 2014 | E-marketing: purpose of the technology-based marketing<br>Users of e-business | Quiz # 02 |
| 13 | 21-25 Dec. 2014 | E-Commerce Applications: Business-to-Consumer (B2C),<br> E-commerce Security and Payment Systems | |
| 14 | 04/Jan. to 08/01/ 2015 | E-company ( Alibaba.com, E-waseet)<br>Personal Project Presentation | Project presentation |
| 15 | 11/Jan. to 15/01/ 2015 | **Make up and Review** | |
| 16 | 17-22 Jan. 2015 | **Final Exams, No Classes** | |

**Signature**:

Mustafa Hassan Mohammad, PhD
**Course Instructor**
**College of Business**