

Course Specifications

Course Title:	E-Commerce
Course Code:	231CIS-3
Program:	Information Systems
Department:	Information Systems
College:	College of Computer Science and Information Systems
Institution:	Najran University



Table of Contents

A. Course Identification	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes.....	3
1. Course Description	3
2. Course Main Objective	4
3. Course Learning Outcomes.....	4
C. Course Content.....	4
D. Teaching and Assessment.....	5
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	5
2. Assessment Tasks for Students.....	5
E. Student Academic Counseling and Support	6
F. Learning Resources and Facilities.....	6
1. Learning Resources.....	6
2. Facilities Required	6
G. Course Quality Evaluation	6
H. Specification Approval Data.....	7



A. Course Identification

1. Credit hours: 3 (2,1,1)			
2. Course type			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>	
3. Level/year at which this course is offered: Level 4/ Year 2			
4. Pre-requisites for this course (if any):			
5. Co-requisites for this course (if any):			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	75	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	30
2	Laboratory/Studio	30
3	Tutorial	15
4	Others (specify)	
	Total	75
Other Learning Hours*		
1	Study	30
2	Assignments	7
3	Library	8
4	Projects/Research Essays/Theses	
5	Others	
	Total	45

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

Internet is rapidly becoming one of the primary communication, marketing and commercial medium for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans. Topics include an overview of electronic commerce; e-marketplaces including auctions and portals; online marketing and consumer



behavior. It also examines the development of web-based applications adopted by profit and nonprofit organizations throughout the world. E-business models: business-to-business, and business-to consumer, etc... E-business applications: e-government, e-commerce, e-payment, mobile commerce, e-banking, e-jobs, e-learning, e-advertisement, etc. E-business management: e-business projects management, risk management in e-business, e-commerce and supply chain management, e-commerce and customer asset management, etc. Strategic trends in developing e-business systems: Web-based marketing strategies and models, public policies and legal issues of privacy, security issues, steps necessary for an enterprise to formulate an overall e-business strategy; legal, ethical issues; and launching an e-commerce business.

2. Course Main Objective

To introduce the concepts of E-Commerce, and to understand how e-commerce is affecting business enterprises, governments, consumers, and people in general.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Define the basic terminologies of E-commerce.	K1
1.2	Explain legal, ethical and other relevant issues of E-commerce management	K3
2	Skills:	
2.1	Distinguish different types of E-commerce business relationships.	S1, K1
2.2	Analyse features related to E-payments and E-commerce security.	K2,S1,S3
2.3	Evaluate different trends of E-Commerce applications.	S4
3	Competence:	

C. Course Content

No	List of Topics	Contact Hours
1	Overview	5
2	Introduction electronic commerce	5
3	E-commerce: mechanisms, tools and impacts	10
4	Retailing in electronic commerce: products and services	5
5	Business-to-businesse-commerce	5
6	Innovative ec systems	10
7	Mobiler e-commerce and the internet of things	5
8	Smart e-commerce	5
9	Marketing and advertising in e-commerce	10
10	E-commerce security and fraud issues and protection	5
11	E-commerce payment systems	5



12	Review	5
Total		75

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Define the basic terminologies of E-commerce.	Lecture	Tests, Quizzes, and Assignments
	Explain legal, ethical and other relevant issues of E-commerce management	Lecture	Tests, Quizzes, and Assignments
...			
2.0	Skills		
2.1	Distinguish different types of E-commerce business relationships.	Lecture	Tests, Quizzes, and Assignments
2.2	Analyze features related to E-payments and E-commerce security.	Lecture, Lab	Tests, Quizzes, Assignments , and Lab
2.3	Evaluate different trends of E-Commerce applications.	Lecture, Lab	Tests, Quizzes, Assignments , and Lab
2.4			
3.0	Competence		
3.1			
3.2			
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Lab activities	2-to-13	10
2	Assignment 1	4	1
3	Quiz 1	5	4
4	Test 1	7	15
5	Assignment 2	8	1
6	Quiz 2	9	4
7	Test 2	11	15
8	Final Lab	15	10
9	Final Test	16	40

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, ...)



E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Weekly office hours =10

Weekly academic advising hours = 4

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Electronic Commerce 2018 - A Managerial and Social Networks Perspective, Springer, (Latest Edition). Efraim Turban, Jon Outland, David King , Jae Kyu Lee, Dr. Ting-Peng Liang and Deborrah C. Turban
Essential References Materials	E-Business and e-Commerce Infrastructure- Technologies Supporting the e-Business Initiative. By--- Abhijit Chaudhury, Jean-Pierre Kuilboer. Published by Mc-Graw Hill Companies, (latest version), ISBN: 0-07-247875-6.
Electronic Materials	
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Room B-44 Laboratory B-41
Technology Resources (AV, data show, Smart Board, software, etc.)	data show, PCs.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Direct
Focus group discussion with small groups of students.	instructor	Direct



Evaluation Areas/Issues	Evaluators	Evaluation Methods
Extent of achievement of course learning outcomes	instructor	Direct
The quality of learning resources	Program Leaders	direct

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Department Council
Reference No.	Session No. 10 (441-38-43300)
Date	17/02/2020

