**Jubail University College**



**Department of Business Administration**

**COURSE SYLLABUS - SEMESTER 341**

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| **Course Code & Number** | MIS 415 | | | |
| **Course Title**  **Skill** | Fundamental of E-Commerce | | | |
| **Instructor** | Ghadah Al-Khayyat | | | |
| **Office Location** | 423 | | | |
| **Office Hours** | **Day** | **Period** | | |
| Sunday | 3 | | |
| Monday | 3,4 | | |
| Tuesday | 6 | | |
| Wednesday | 5,7 | | |
| Thursday | 3,4,5 | | |
| **Instructor’s Office Phone** | 03-3459000 Extension:3667 | | | |
| **Instructor’s Email** | Khayatg@ucj.edu.sa  ghadah\_fk@yahoo.com | | | |
| **Section numbers** | **201** | |  |  |
| **Class hours** | **Day** | **Period** | | |
| Sunday | 6,7 |  |  |
| Monday |  |  |  |
| Tuesday | 3 |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| **Prerequisites** | MIS102 Principles of MIS | | | |
| **Course Rationale** | In this course, students will examine critical information technologies that provide a basis for electronic commerce, and their application in a variety of sectors and industries. It will begin with coverage of the tools, skills and business concepts that surround the emergence of electronic commerce and the consequences of applying these information technologies to different commercial processes from both an operational and strategic perspective. We will also explore several of the problems surrounding electronic commerce such as security, privacy, content selection and rating, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities. | | | |
| **Course Objectives** | The primary objective of the course is to overview DSS theories and related technologies. At the end of this course, students will have:   * Solid Theoretical foundation necessary for understanding EC. * Exposure to the most current topics related to EC. * Knowledge of Internet-based Intra- and inter-organizational systems. * Types of application systems designed to support decision making. * System design and implementation issues. | | | |
| **Methods of Instruction** | Lectures, group work and class Q&A | | | |
| **Required Textbook** | **Introduction to Electronic Commerce**; Efraim Turban, David  King and Judy Lang. Third edition. Pearson | | | |
| **Proposed Websites** | www.pearsonhighered.com/turban | | | |
| **Grading Scheme** | Quizzes : 20%  Assignments : 20%  Mid Term Exam : 20%  Final Exam : 40%  Total : **100%** | | | |

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| **Jubail University College Grading Scale** | | | |
| **Total Points** | **Letter Grade** | **Percentage** | **Grade Point** |
|  | A+ | 95-100% | 4.0 |
|  | A | 90-<95% | 3.75 |
|  | B+ | 85-<90% | 3.5 |
|  | B | 80-<85% | 3.0 |
|  | C+ | 75-<80% | 2.5 |
|  | C | 70-<75% | 2.0 |
|  | D+ | 65-<70% | 1.5 |
|  | D | 60-<65% | 1.0 |
|  | F | 0-<60% | 0.0 |
|  | W | Withdrawal | N/A |
|  | WP | Withdrawal while Pass | N/A |
|  | WF | Withdrawal while Fail | 0.0 |
|  | DN | Denial | 0.0 |
|  | I | Incomplete | N/A |
|  | P | Pass | N/A |

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| **Course Outline** | | |
| **Week** | **Topics & Activities** | **Notes** |
| 1 | **Chapter 1**  Overview of Electronic Commerce   * E-commerce :definitions & concepts * The E-commerce field :classification, content, and history * E-commerce 2.0:from web2.0 to enterprise social networking and virtual worlds * The digital world economy ,enterprises ,and society * E-commerce drivers and the changing business environment * E-commerce business models |  |
| 2 | **Chapter 1**   * Benefits, limitations, and impacts of E-commerce   **Chapter 2**  E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce   * E-commerce mechanisms * E-marketplaces   Customers interaction mechanisms |  |
| 3 | **Chapter 2**   * Electronic catalogs ,search engines, and shopping carts * Auctions, bartering, and negotiating online * Web 2.0 tools and services * Virtual worlds as an electronic commerce mechanism |  |
| 4 | **Chapter 3**  Retailing in Electronic Commerce: Products and Services   * Internet marketing and electronic retailing * E-tailing business models * Travel and tourism(hospitality) services online * Employment placement and the job market online * Real estate, insurance, and stock trading online |  |
| 5 | **Chapter 3**  Retailing in Electronic Commerce: Products and Services   * Banking and personal finance online * On-demand delivery of products, digital items, entertainment ,and gaming * Online purchase-decision aids   Issues in E-tailing and lessons learned | Quiz 1  Tuesday  period 3 |
| 6 | **Chapter 4**  Online Consumer Behaviors: Market research, and Advertisement   * Learning about consumer purchasing online * Personalization, loyalty, satisfaction, and trust in EC   Market research for EC |  |
| 7 | **Chapter 4**  Online Consumer Behaviors: Market research, and Advertisement   * Web advertising * Online advertising methods * Advertising in social networks and the web 2.0 environment * Advertising strategies and special advertising topics   Special advertising topics |  |
| 8 | **Mid-term Examination** |  |
| 9 | **Chapter 5**  B2B E-Commerce   * Concepts ,characteristics, and models of B2B E-Commerce * One –to –many sell –side E-marketplaces * Selling via distributors and other intermediaries * Selling via E-auctions * One-form-many: buy- side E-marketplaces and E-procurement |  |
| 10 | **Chapter 5**  B2B E-Commerce   * Buy-side E-marketplaces :reverse auctions * Other E-procurement methods * B2B electronic exchange * B2B portals, directories ,and ownership of B2B marketplaces * B2B in the web 2.0 environment and social networking   Internet marketing in B2B EC |  |
| 11 | **Chapter 6**  Innovative EC Systems: From E-Government and E-Learning to C2C E-Commerce and Collaborative Commerce   * E-Government * E-Learning * Knowledge Management ,learning , and Electronic commerce |  |
| 12 | **Chapter 6**  Innovative EC Systems: From E-Government and E-Learning to C2C E-Commerce and Collaborative Commerce   * C2C E-Commerce * Collaborative Commerce | Quiz 2  Tuesday  period 3 |
| 13 | **Chapter 9**  E-Commerce Security and fraud Protection   * The information security problem * Basic E-commerce security issues and landscape * Technical attack methods * Phishing ,financial fraud, and spam * The information assurance model and defence strategy |  |
| 14 | **Chapter 9**  E-Commerce Security and fraud Protection   * The defense 1 * The defence 2 * The defence 3 * Business continuity ,security auditing ,and risk management * Implementation enterprise –wide E-commerce security |  |
| 15 | **Chapter 10**  Electronic Commerce Payment Systems   * The payment revolution * Using payment cards online * Smart cards * Stored-value cards * E-micropayments   E-checking |  |
| 16 | **Revision** |  |
| 17 ,18,19 | **Final Exam** |  |

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| **Jubail University College Policies** | |
| **Attendance** | 1. Attending at punctual time: Present otherwise the student is absent.  2. Late attendance 0 − < 5 minutes: is late  3. Late ≥ 5 minutes: is absent  Notes:   1. Every 3 late are counted as 1 absent 2. Every × total semester contact hours + 1 is DN |
| **Grading** | 1. Quality point: is the result of multiplying the credit hours by the grading points. 2. Semester GPA: is the result of dividing total quality points achieved in all courses at that semester by total graded credit hours of all courses in that semester. 3. Cumulative GPA in a semester: is the sum of total quality points achieved in all courses up to that semester divided by the total credit hours graded for all courses up to that semester |
| **Plagiarism & Cheating** | 1. Cheating is a serious offence and will be punished by the JUC.  2. Talking, looking at your colleagues’ exam papers or any other suspicious act is considered cheating during exam.  3. Student will fail the subject if caught cheating. |