

1.	Course Title	Introduction to E-Commerce			اسم المادة
2.	Course Code	CICT1063			رمز المادة
3.	Status	Major			مادة أساسية
4.	Credit Hour	3 (2+1) 2 for lectures (2 hours per week x 14 weeks) 1 for tutorial (1.5 hours per week x 14 weeks)			عدد الساعات المعتمدة
5.	Semester/Year	2/3			الفصل الدراسي
6.	Prerequisites	CICT1033 & CICT1043 & BMGT1013			المطلوب السابق إن وجد
7.	Teaching method:	Distance Learning (Electronic)			طريقة التدريس
8.	Evaluation	Assessment and Marking Percentage: Quizzes الامتحانات القصيرة 10 % Assignments الواجبات 10 % Interactions through discussion board المنتديات 10 % Mid-Semester Exam الامتحان النصفى 20 % Final Examination الامتحان النهائى 50 %			
9.	Lecturer				
10.	Objective of the Subject	The objective of CICT1063 is to give students an understanding of how the Internet can and has changed the way businesses operate. Allow students to comprehend the wide ranging of 'digitizing' business from the very nature of the product and services to payments system, marketing, customer relations and collaborating with business partners in the supply chain.			
11.	Learning Outcomes	At the end of pursuing CICT1063, students will be able to: • Able to realize the potential of e-commerce in today's business world • Able to define the components of an e-marketplace and how there are connected to one another, as well as how they affect the business environment • Able to design a retail business in e-commerce through appropriate identification of product/service, consumer analysis, market research and promotion options • Able to define and describe the major e-commerce business model (B2B, B2C and C2C) and the IT tools necessary to effectively carry out online businesses • Able to understand the necessity of having support services like security, e-payment system, e-CRM and the likes • Able to devise possible strategies for e-commerce businesses • Able to prepare according to legal, ethical and compliance issues in EC			
12.	Synopsis	Students of CICT1063 are expected to understand how businesses can take advantage of the possibilities of the internet and ICT to establish a new trading channel.			
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)	
	Topic 1	Overview of Electronic Commerce • Definitions and Concepts • The EC Framework, Classification, and Content • EC Business Models • Benefits and Limitations of EC	2	3	
	Topic 2	E-Marketplaces: Structures, Mechanisms, Economics, and Impacts • E-Marketplaces	5	3	

		• Types of Marketplaces: From Storefronts to Portals • Transactions, Intermediation, and Processes in E-Commerce • Electronic Catalogs and Other Market Mechanisms • Auctions as EC Market Mechanisms		
	Topic 3	Consumer Behavior, Market Research, and Advertisement • Consumer Behavior Online • Consumer Decision-Making Process • Market Research for EC • Web Advertising • Online Advertising Methods	5	3
	Topic 4	Mobile Computing and Commerce and Pervasive Computing • Mobile Computing: Content, Infrastructure, and Services • Wireless Telecommunication Networks • Mobile Commerce: Attributes , Benefits, and Drivers • Mobile Financial Applications • Security and Other Implementation Issues in M-Commerce	4	3
	Topic 5	E-Commerce Security • Information Assurance • Basic E-Commerce Security Issues and Perspectives • Threats and Attacks • Securing E-Commerce Communications • Securing E-Commerce Networks	4	3
	Topic 6	Electronic Payment Systems • The Payment Revolution • Using Payment Cards Online • Smart Cards and Stored-Value Cards • E – Micropayments and E-Checking • Electronic Bill Presentation and Payment	4	3
	Topic 7	Legal, Ethical, and Compliance Issues in EC • Fundamental Legal, Ethical, and Regulatory Issues • Civil Law, Intellectual Property Law, and Common Law • Legal and Ethical Challenges and Guidelines • Privacy, Free Speech, and Defamation • Fraud and Consumer and Seller Protection	4	3
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	References: Text book: Additional :	Efraim Turban, Dave King, Jae Kyu Lee and Dennis Viehland (2006). Electronic Commerce: A Managerial Perspective . Peason-Prentice Hall 1. Chafey, Dave (2007). E-Business and E-Commerce Management (3rd ed) . Prentice Hall. 2. Jelassi, Tawfik., and Enders, Albrecht. (2004) Strategies for E-Business: Creating Value Through Electronic and Mobile Commerce . Prentice Hall		

	Other materials :	All other materials will be available to students online.
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