

Al-Madinah International University (MEDIU)
MQA-01 Document
Area 2: Curriculum Design and Delivery-Foundation Subjects

(9) Electronic Commerce-CICT2023

1.	Name of Course	Electronic Commerce			
2.	Course Code	CICT2023			
3.	Name(s) of academic staff				
4.	Rationale for the inclusion of the course/module in the programme	<p>It is not viable to disregard the significance of electronic commerce in the contemporary managerial environment. Internet facilitated electronic commerce accounts for huge amount of monetary transactions. Electronic commerce lies at the head of modern marketing and strategic management, changing the competitive landscape for large and small corporations alike.</p> <p>The Internet and new media are reshaping industries, creating new opportunities, and challenging existing commercial models and relationships. Managers will need to understand the underpinnings of electronic commerce in order to make informed decisions about the future their firms and industries.</p> <p>Using a managerial perspective, this course focuses on key issues related to e-commerce including strategy development, competitive advantage, current and emerging technologies, pricing, distribution channels, promotion, and advertising.</p>			
5.	Semester and Year offered	1/2			
6.	Total Student Learning Time (SLT)	Face to Face		Total Guided and Independent Learning	
	L = Lecture T = Tutorial P = Practical O= Others	L	T	P	O
		4 2	1 4		
					Independent study=70 hours Total =126
7.	Credit Value	3			
8.	Prerequisite (if any)	Management Information System			

(9) Electronic Commerce-CICT2023

9.	<p>Objectives:</p> <ul style="list-style-type: none">• Understand how to take an IS product or service idea and carry it through to a prototype by analyzing problem situations and designing possible solutions• Understand how smaller IS companies are created and how they work• Understand and be able to apply basic principles of project management in the design of an information product or service• Be able to write a feasibility proposal for IS products and services• Know how to present ideas to IS business professionals• Have a basic understanding of ebusiness models and channels, including mobile commerce;• Understand the history and development of global electronic commerce• Understand the complexities of the marketplace for ecommerce (i.e., marketing, advertising, consumer demographics, business models)• Be familiar with some legal and regulatory policy issues that affect ecommerce• Understand issues surrounding privacy and the protection of intellectual property• Have basic knowledge of network security risks and solutions
10.	<p>Learning outcomes:</p> <p>At the end of this subject, students should be able to:</p> <ul style="list-style-type: none">• Define electronic commerce and describe its various categories.• Describe factors that essential for Internet marketing.• Describe the major types of business to business models.• Define e-marketplaces and exchanges and describe their major types• Understand the basic elements of e-commerce security• Understand the crucial factors that determine the success of e-payment methods.• Describe major legal issues in electronic commerce.• Understand how e-commerce impacts the strategic planning process.• Describe the major e-commerce applications and list their major functionalities
11.	<p>Transferable Skills:</p> <ul style="list-style-type: none">• In this course students will aquire the skills to create an innovative or improved digital product or service. They will learn to write a business feasibility plan for a digital product or service further transforming into development and prototyping.• This will merge their technical skills from the program with knowledge of the appropriate research literatures in the context of a "real world" simulation of innovation, product design, and prototype development.• The technical skills that they will acquire shall include programming, database, systems evaluation and design, usability and human-computer interaction, information seeking and use, information architecture, and information organization.• The research skills that they will acquire include project management, the organization and representation of knowledge and information, human-computer interaction, information visualization, and information retrieval.

(9) Electronic Commerce-CICT2023

12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none"> • Lecture sessions • Tutorial sessions • Case Studies • Student-Lecturer discussion • Collaborative and co-operative learning • Workshops and Training Seminars • Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none"> • Ongoing quizzes • Midterm tests • Performance Assessment (Participation, project, Assigned exercises) • Case Presentations 														
13.	<p>Synopsis:</p> <p>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. The course 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.</p>														
14.	<p>Mode of Delivery: Face to Face</p> <ul style="list-style-type: none"> • Lecture sessions • Tutorial sessions 														
15.	<p>Assessment Methods and Types:</p> <p>The assessment for this course will be based on the following:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Coursework</td><td style="text-align: center;">50%</td></tr> <tr> <td style="text-align: center;">Quizzes</td><td style="text-align: center;">10%</td></tr> <tr> <td style="text-align: center;">Assignments</td><td style="text-align: center;">10%</td></tr> <tr> <td style="text-align: center;">Project</td><td style="text-align: center;">10%</td></tr> <tr> <td style="text-align: center;">Mid-Semester Exam</td><td style="text-align: center;">20%</td></tr> <tr> <td style="text-align: center;">Final Examination</td><td style="text-align: center;">50%.</td></tr> <tr> <td style="text-align: center;">Total</td><td style="text-align: center;">100%</td></tr> </table>	Coursework	50%	Quizzes	10%	Assignments	10%	Project	10%	Mid-Semester Exam	20%	Final Examination	50%.	Total	100%
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(9) Electronic Commerce-CICT2023

16.	Mapping of the course/module to the Programme Aims The individual course is mapped to the programme aims using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).												
	A1		A2		A3		A4		A5		A6		
	3		3		5		3		3		3		
17.	Mapping of the course/module to the Programme Learning Outcomes The learning outcomes of this course are mapped to the eight MQF domains using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).												
	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12	
	2	2	2	2	2	3	2	2	2	2	5	2	
18.	Content outline of the course/module and the SLT per topic												
	WEEK	Details							SLT				
									L	T	Indep.	Total	
	WEEK 1	Introduction to Electronic Commerce <ul style="list-style-type: none">Electronic Commerce FrameworkTraditional Vs. Electronic Commerce TransactionsThe Anatomy of E-Commerce ApplicationsThe Benefits of Electronic Commerce							3	1	5	9	
	WEEK 2, 3	Electronic Commerce Business Models <ul style="list-style-type: none">Definition of Business ModelProcess of designing an Electronic Commerce Business ModelBusiness Models in the MarketplaceEmerging Business ModelsClassification of web business models							3	1	5	9	
	WEEK 4	Marketing on the Internet <ul style="list-style-type: none">Consumer and Market ResearchOne-to-one MarketingInternet as a Promotion Tool							3	1	5	9	

(9) Electronic Commerce-CICT2023

	WEEK 5, 6	The Infrastructure for Electronic Commerce <ul style="list-style-type: none"> • Internet, Intranet and Extranet • Hardware components of an Electronic Commerce System • Software components of an Electronic Commerce System • 2-tier, 3-tier and Multi-tier Electronic Commerce system • Emerging Technology-Mobile Commerce platform and applications 	3	1	5	9
	WEEK 7, 8	Electronic Payment Systems <ul style="list-style-type: none"> • Traditional versus Browser based payment systems-concept/advantages/limitations • Stored Value Card • Credit Cards • Debit Card • EFT 	3	1	5	9
	WEEK 9, 10	Security and Electronic Commerce <ul style="list-style-type: none"> • Classification of security – Physical and Non-physical threats. • Overview of Cryptography • The Process of Encryption • Public-Key Infrastructure • Digital Signature and Digital Certificate • Threats to Internet Security 	3	1	5	9
	WEEK 11, 12	Strategy and Implementation <ul style="list-style-type: none"> • Industry and Competitive Analysis • Critical Success Factors • Click-and-Mortar Strategy • Brick-and-Mortar Strategy • Financial Projections – Costing for B2B Web business models • Project Team • In-house vs. Outsourcing 	3	1	5	9

(9) Electronic Commerce-CICT2023

	WEEK 13, 14	Ethical and Legal Issues in Electronic Commerce <ul style="list-style-type: none"> Protecting Privacy Intellectual Property and Domain Names Spamming and Censorship Consumer and Seller Protection 	3	1	5	9
		Total	4 2	1 4	7 0	12 6
19.	Main references supporting the course: Turban, Lee, King, Liang & Turban. (2010). <i>Electronic Commerce 2010</i> , Pearson, (6 th Edition)					
	Additional references supporting the course: 1. Gary Schneider. (2009). <i>Electronic Commerce</i> . Cengage Learning, 8th Edition 2. Turban, King & Lang. (2009). <i>Introduction to Electronic Commerce</i> . Pearson, (2 nd Edition) 3. Steve Elliott. (2003). <i>Electronic Commerce: B2C Strategies and Models</i> . Wiley					
20.	Other additional information All related subject materials will be available to the students during the period of the course					