Course: Bachelor of Business Administration (Hons.)

1.	**Course Title**	E-Commerce Technology	اسم المادة
2.	**Course Code**	CICT3533	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 Information Technology and Application and CICT2103 Management Information System	المتطلب السابق إن وجد
7.	**Teaching method:**	Distance Learning (Electronic)	طريقة التدريس
8.	**Evaluation**	**Assessment and Marking Percentage:** Quizzes الامتحانات القصيرة 5 % Assignments الواجبات 15 % Interactions through discussion board المنتديات 15 % Mid-Semester Exam الامتحان النصفي 15 % Final Examination الامتحان النهائي 50 %	
9.	**Lecturer**		
10.	**Objective of the Subject**	This course is designed to familiarize individuals with current and emerging electronic commerce technologies using the Internet. The purpose of this course is to educate students of the realities and potential for electronic commerce.	
11.	**Learning Outcomes**	Upon successful completion of this course, the student will be able to: • Describe the main concepts related to e-business and e-commerce; • Summarize and explain the process of introducing e-commerce applications into an organization. • Explain the e-commerce technology and infrastructure; • Discuss the security issues involved in conducting business transactions on the internet. • Develop a prototype of an e-commerce application	
12.	**Synopsis**	Topics include Internet technology for business advantage, managing electronic commerce funds transfer, reinventing the future of business through electronic commerce, business opportunities in electronic commerce, electronic commerce Web site design, social, political and ethical issues associated with electronic commerce, and business plans for technology ventures.	

13.	**Topics**	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	**Introduction to Electronic Commerce** • Technology Infrastructure: The Internet and the World Wide Web	4	3
	Topic 2	**Business Strategies for Electronic Commerce** • Selling on the Web: Revenue Models and Building a Web Presence • Marketing on the Web • Business-to-Business Strategies: From Electronic Data Interchange to Electronic Commerce	10	7.5

		• Web Auctions, Virtual Communities, and Web Portals • The Environment of Electronic Commerce: International Legal, Ethical, and Tax Issues		
	Topic 3	**Technologies for Electronic Commerce** • Web Server Hardware and Software • Electronic Commerce Software • Security Threats to Electronic Commerce • Implementing Electronic Commerce Security • Payment Systems for Electronic Commerce	10	7.5
	Topic 4	**Integration** • Planning for Electronic Commerce	4	3
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	**Main reference: Textbook:**	Gary Schneider, **Electronic Commerce** , 2008		
15.	**Additional References:**	1. Efraim Turban, Jae Kyu Lee, Dave KIng, and Judy McKay, **Electronic Commerce** 2008 (Electronic Commerce) (Hardcover - Oct 19, 2007) 2. Darrel Ince, **Developing Distributed and E-Commerce Applications**, (2001)		
	Other Materials:	All materials will be available to the students online.		