

Course: Bachelor of Business Administration in E-Commerce

1.	Course Title	E-Commerce and Knowledge Management	اسم المادة
2.	Course Code	CICT4543	رمز المادة
3.	Status	Elective	مادة اختيارية
4.	Credit Hour	3 (2+1) 2 for lectures (2 hours per week x 14 weeks) 1 tutorial (1.5 hours per week x 14 weeks) using simulator & emulator supervised by tutor	عدد الساعات المعتمدة
5.	Semester/Year	1/4	الفصل الدراسي
6.	Prerequisites	CICT1033 Information Technology and Application and CICT2103 Management Information Systems	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 النصفى 15 % Final Examination الامتحان النهائى 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. The role of knowledge management in supporting business decision-making is also canvassed.	
11.	Learning Outcomes	Upon successful completion of this course, the student will be able to: • Appreciate the impact that Information Technology is now making beyond 'automating', beyond 'informating' towards the emergence of new socio-economic systems (enabled by information technology) • Understand the supply chain from basic raw materials through to final consumer and how it is managed • Understand how e-commerce facilitates supply chain management • Appreciate that, in addition to on-line ordering systems, successful e-commerce demands a range of sophisticated logistic systems to support it • Clearly differentiate between data, information, knowledge and wisdom and appreciate the need for computing support in knowledge management	
12.	Synopsis	The area of study is first defined in terms of the emergence of a new business paradigm – new socio-economic systems - made possible by emerging information technology. In particular, particular businesses are viewed in the context of their particular position in the full supply chain from raw materials to final consumer. Various business settings are discussed, as are various business models on a spectrum from pure e-commerce at one extreme to hybrid systems at the other. The role of knowledge management in supporting business decision-making is also canvassed.	
13.	Topics	Details	Lecture (Hrs) Tutorial (Hrs)

	Topic 1	IT Impacts The 'automate' imperative – the 'informate' imperative – the emergence of new 'socio-economic' systems (e.g. e-commerce as a new form of catalogue shopping)	6	3
	Topic 2	Early Developments in e-commerce On-line ordering systems (successes and failures) – What products have been successful – Importance of Brands - Failures in the Logistic back-up systems	8	3
	Topic 3	The supply-chain The supply chain from basic raw materials to final consumer – e-commerce and e-business – EDI/EFT – the full domain of e-commerce (B2B, B2C, C2B and C2C)	8	4
	Topic 4	E-commerce in various business settings 'Pure Systems Vs Hybrid Systems' – Kiosks – e-commerce in Banking/Finance, Manufacturing, and Retailing – beyond order-processing systems to full logistic support systems	12	4

	Topic 5	Knowledge Management The nature of knowledge (the data, information, knowledge, wisdom continuum) – knowledge management - Fuzzy Decision Making Concepts - Neural Network Applications in Decision Making - Expert Systems and Artificial Intelligence - Knowledge Engineering - Data Warehousing, and Data Mining	8	4
	Topic 6	IT Impacts The ‘automate’ imperative – the ‘informate’ imperative – the emergence of new ‘socio-economic’ systems (e.g. e-commerce as a new form of catalogue shopping)	6	3
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main reference: Textbook:	1. Gary Schneider, Electronic Commerce (2008) 2. Efraim Turban, Jae Kyu Lee, Dave Kling, and Judy McKay, Electronic Commerce 2008 (Electronic Commerce) (2007)		
15.	Additional References:	1. Efraim Turban, Jae Kyu Lee, Dave Kling, 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.		

