**King Saud University**

**College of Computer and Information Sciences**

**Department of Information Systems**

**IS 482–Electronic Business (3-0-1)**

**Fall 2020**

**Current Instructor:** Lecturer/Ashraf Youssef

Department of Information Systems

Email: [ashraf@ksu.edu.sa](mailto:ashraf@ksu.edu.sa)

For presentations: [ashrafyoussef075@gmail.com](mailto:ashrafyoussef075@gmail.com)

**Course Coordinator:** Dr. Mehmet Sabih Aksoy

**Textbook(s) and/or Other Required Materials:**

#### Primary: Kenneth Laudon and Carol Traver, *E-Commerce 2019*, Business Technology Society, 15th Edition, ISBN-10:0134998456 by Pearson.

**Supplementary**: Efraim Turban, David King, Jae Lee, Ting-Peng Lian, and Deborrah C.Turban, *Electronic Commerce: A Managerial and Social Networks Perspective*, Springer, 2015.

**Course Description (3,0,1):** Difference between e-business and e-commerce; e-commerce types: B2B, B2C, and, C2C; e-marketplaces; e-retailing, online advertising, e-procurement, exchanges, and portals; e-supply chains and collaborative commerce; mobile commerce and pervasive computing; auctions; e-commerce security; electronic payment systems, order fulfillment, and other support services; e-business strategy, launching a successful online business; legal, ethical, and social impacts of e-business; building e-commerce applications and infrastructure; e-government, e-learning, and other e-business applications; local and global implications of e-business.

**Prerequisites:** IS 230, IS 370

**Co-requisite:** None

**Course Type:** Core

**Course Learning Outcomes:**

After completing this course, the students will be able to:

1. Define e-commerce and describe how it differs from e-business, describe the major types of e-commerce.
2. Recognize and describe Web 2.0 applications, features, and services.
3. Understand the scope of e-commerce crime and security problems, describe e-payment systems
4. Identify and describe basic e-commerce marketing and branding strategies, describe the major B2C & B2B business models,
5. Recognize the main ethical, social, legal, local, global, and political issues raised by e-commerce.
6. Describe the different types of social networks and online communities and their business models, describe the major types of auctions and how they operate.
7. Understand the procurement process, the supply chain, and collaborative commerce.
8. Gain knowledge of e-government, e-learning, and other e-business applications.
9. Determine the requirements for building e-business sites (hardware & software), Develop an e-business plan and website.
10. Work with groups as a team member.

**Student Outcomes Covered by Course**

|  |  |  |
| --- | --- | --- |
| Outcome | Student Outcome Description | Coverage |
| 1 | 1. Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions. | √ |
| 2 | 1. Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program’s discipline. | √ |
| 3 | 1. Communicate effectively in a variety of professional contexts. |  |
| 4 | 1. Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles. | √ |
| 5 | 1. Function effectively as a member or leader of a team engaged in activities appropriate to the program’s discipline. | √ |
| 6 | 1. Support the delivery, use, and management of information systems within an information systems environment. [IS] |  |

**Course Learning Outcomes vs. Student Outcomes**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Course Learning Outcomes | ABET Students Outcome | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 1 | Define e-commerce and describe how it differs from e-business, describe the major types of e-commerce. |  |  |  | x |  |  |
| 2 | Recognize and describe Web 2.0 applications, features, and services. |  | x |  |  |  |  |
| 3 | Understand the scope of e-commerce crime and security problems, describe e-payment systems |  |  |  | x |  |  |
| 4 | Identify and describe basic e-commerce marketing and branding strategies, describe the major B2C & B2B business models, | x |  |  |  |  |  |
| 5 | Recognize the main ethical, social, legal, local, global, and political issues raised by e-commerce. |  |  |  | x |  |  |
| 6 | Describe the different types of social networks and their business models, describe the major types of auctions and how they operate. | x |  |  |  |  |  |
| 7 | Understand the procurement process, the supply chain, and collaborative commerce. |  | x |  |  |  |  |
| 8 | Gain knowledge of e-government, e-learning, and other e-business applications. | x |  |  |  |  |  |
| 9 | Determine the requirements for building e-business sites (hardware & software), Develop an e-business plan and website. |  | x |  |  |  |  |
| 10 | Work with groups as a team member. |  |  |  |  | x |  |

**Major Topics covered and schedule in weeks:**

* Introduction & Fundamental Concepts 2
* Web 2.0 applications & features 1
* E-business Models 1
* E-business system development 1
* E-commerce security 1
* E-payment systems 1
* Online marketing, branding, and auctions. 1
* Legal, social & ethical implications of e-business 2
* Online social networks and communities. 1
* Major types of B2B and B2C commerce 2
* E-government, e-learning & other e-business applications. 1

**Assessment Plan for the Course**

|  |  |
| --- | --- |
| **Type of evaluation** | **Grade** |
| Quizzes | 10 |
| Project | 10 |
| Presentations | 15 |
| Mid Term Exam | 25 |
| Semester Total | 60 |
| Final: | 40 |
|  |  |

**Course Policies:**

* All homework assignments are due one week after the assignment date.
* No late homework will be accepted.
* The quizzes are announced, and conducted during class-time
* Students are encouraged to discuss homework problems but not copy.
* Copying project or home assignments results in zero grading.
* Students are expected to attend all meeting of their courses. In the case of any absence, students are responsible for course content during their absence.
* A record is consistently compiled and updated. If the student has been absent over 25% of the lectures, he will be excluded from the course.
* Sickness and being sick does not mean that absence will not be recorded. If a sick student misses an exam, a valid hospital excuse must be presented to the faculty within 1 week of the exam date.
* Students who engage in behavior that disrupts the learning environment for others may be subjected to disciplinary action under the KSU code.
* All exams are closed book.
* All KSU examination regulations apply in the examinations.
* The final exam will be comprehensive.