Course Credits: 3 Credit hours
Prerequisite(s): MIS211 - MIS
Instructor: Abeer Saleh Bin Humaid
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Course Description and objectives:
Course Goals:
It would be an understatement to say that the Internet has created frantic investment and hype over the last nine years. Strategies are maturing, and it seems that a compromise between the online and physical world is likely to be effective; the usefulness of incorporating bricks with clicks emerged about 3 years ago. Customer relationship and supply chain management serve to handle the input and output streams, and back end processes tie them together.

The business world completely ignored the Internet until 1994, then became completely obsessed with it. The most recent survey (which has not been updated since then) tells us that as of September 2002 there are over 606 million potential current customers (current users) worldwide.

Because this course is an IS course and is meant to expose contemporary managerial thought associated with a new and dynamic environment, the information technologies associated with the delivery of Internet sites, etc. will be only briefly mentioned. If the student has an interest in learning to build web pages or to develop databases, search engines, intelligent agents, etc., the instructor suggests different projects for this course. For this Course Internet Application course will be very helpful because students will learn the technology in this subject and will apply it in E-commerce course

Learning Objectives:

- Understanding of a broad range of Internet tools
- Exposure to options for developing basic Internet applications (Front Page, VB.Net, and Active Server Pages for linkages to databases)
- Business models and applications
- Benefits and risks
- Developing an Internet Business Plan
- Explain how electronic commerce can be used to create a strategic competitive advantage for an enterprise

- Describe the some of the best practices in Ecommerce that are currently available to managers.

Measurement of Attainment of Course Objectives

Attainment of course educational objectives by the student is measured by scores on examinations and quizzes, evaluation of written documentation of research activities, evaluation of oral presentations, and class instruction assessment techniques.

Text Book:

- Turban, Efraim (with King, Lee, and Viehland). Electronic Commerce 2012: A Managerial Perspective published by Prentice Hall

Supplementary Materials:

- The Companion Website provides additional resources that might be helpful to students, and it can be accessed http://wps.prenhall.com/bp_turban_ec_2010/
- PowerPoint slides for all twelve chapters of the textbook are available. In order to conserve paper, students should print the slides in pure black and white and in a six-slide handout format. It is very important that students have these lecture notes available for discussion during every class.

Grading:

1st Mid Term Exam 20%

2nd Mid Term Exam 20%

Project 20%

Final Exam 40%

Course Outline:

The tentative content outline for the course is as follows:

Chapter 1: Overview of Electronic Commerce
Chapter 2: E-Commerce: Mechanisms, Infrastructures, and Tools
Chapter 3: Retailing In Electronic Commerce: Products and Services

Chapter 5: Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce
Chapter 8: Marketing and Advertising in E-Commerce
Chapter 10: Electronic Commerce Payment Systems
Chapter 11: order fulfillment along the supply chain and other support services

Attendance:

Attendance will be taken each class at the beginning of the class period. Students who come after attendance check will not be counted. It is student's responsibility to intimate lecturer at the end of the class with a proper excuse. Otherwise the student will be marked absent. Mobile is not allowed to be used in class at all. Therefore, please keep it off or silent during class time.

Exams:

- Midterm exams may contain multiple choice, true or false, short answer, and problem-based questions. You will be expected to synthesize responses from lectures, cases, and terminology discussed in class for the exam.
- Students have the right to check and contest their exam scores within a week of the announcement of the grades.
- *First Exam:* --/--/2019
- *Second Exam:* --/--/2019

Assignments and project:

- A total of two assignments are assigned according to schedule (last page). Assignments should be submitted individually.
- For the project, the students will be expected to develop a business plan for real-ecommerce project, advanced web design skills, and build ecommerce website as follows;

    - Develop a detailed business plan (business description, competitor analysis, and competitive advantages)

- Conduct a market research (SWOT analysis)
- Develop porter five forces analysis for your business.
- Develop an outline for the business plan.
- Develop a real website that conforms to the business plan.

- Prepare PowerPoint slides for the project at the end of the semester.

Course Schedule

Week	Dates (Sunday)	Lecture Topic	Due
1	January 13	Chapter 1 Overview of Electronic Commerce	
2	January 20	Chapter 1 Overview of Electronic Commerce	
3	January 27	Chapter 2 Ecommerce: Mechanisms, Infrastructure, and Tools	*Project phase1*
4	February 3	Chapter 2 Ecommerce: Mechanisms, Infrastructure, and Tools	*Project phase2*
5	February 10	Chapter 3 Retailing in Electronic Commerce: Products and Services	*Project phase3*
6	February 17	Chapter 3 Retailing in Electronic Commerce: Products and Services	
7	February 24	MID 1 EXAM	
8	March 3	Chapter 5 Innovative EC systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce	*Project phase4*
9	March 10	Chapter 8 Marketing and Advertising in E-Commerce	*Project phase5*
10	March 17	Chapter 8 Marketing and Advertising in E-Commerce	*Project phase6*
11	March 24	Chapter 10 Electronic Commerce Payment Systems	
12	March 31	MID 2 EXAM	
13	April 7	Chapter 11 Order Fulfillment Along the Supply Chain and Other Support Services	*Project phase7*
14	April 14	Project Presentation	
15	April 21	Final Exam	