



## Course Specification of E-business

Course No ( ..... )

2020/2021

Head of Department	Vise Dean for Qulity Assurance	Dean of the Faculty	Dean of Development center and Quality Assurance
Assoc. Prof. Mansour N. Ali	Dr. Anwar Al-Shamiri	Dr. Nagi Al-Shibani	Assoc. Prof. Dr.Huda Al.Emad
			<b>Rector of Sana'a University</b> Prof. Dr. Qassim Mohammed Abbas



## Course Specification of E-Business

I. Course Identification and General Information:						
1	Course Title:	E-business				
2	Course Code & Number:					
3	Credit hours:	C.H				TOTAL
		Th.	Seminar	Pr	Tr.	
		3	-	-	-	3
4	Study level/ semester at which this course is offered:	3 <sup>rd</sup> Level-2 <sup>nd</sup> semester				
5	Pre –requisite (if any):	None				
6	Co –requisite (if any):	None				
7	Program (s) in which the course is offered:	Information Systems				
8	Language of teaching the course:	English				
9	Study System	Term Based System				
10	Mode of delivery:	Full Time				
11	Location of teaching the course:	Faculty of Computer and Information Technology				
12	Prepared By:	Dr. Mokhtar Mohammed Ghilan				

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13	Date of Approval	
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II. Course Description:
<p>This course aims to provide students with the principle concepts of e-business and e-commerce from the technological, organizational, and managerial standpoint. The course will include the concepts, definitions, framework, benefits, risks, and limitations related to e-business and e-commerce. The students through this course will acquire knowledge about, the current and emerging, e-business and e-commerce technologies using the Internet. This course will cover many topics like E environment, digital marketing, e-government, Digital business strategy, Supply chain Management, Customer relationship management.</p>

III. Course Intended learning outcomes (CILOs) (maximum 8CILOs)		Referenced PILOs (Only write code number of referenced Program Intended learning outcomes)
a.1	Demonstrate understanding of principle concepts of e-business and e-commerce, and technical, organizational, and managerial issues related to them.	A1
a.2	Identify the benefits, risks, and requirements of transform toward the digital business.	A2,A4
b.1	Analyze infrastructure components required for the applications of e-business and e-commerce.	B1,B2
b.2	Evaluate the benefits, risks, and limitations, of e-business and e-commerce.	B2
c.1	Design the appropriate digital business strategy for an organization.	C1,C2

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c.2	Employ the appropriate digital business models and platforms, to serve the customer effectively and enhance partnership with the suppliers.	C2,C4
d.1	Work effectively as an individual or within a team.	D1
d.2	Demonstrate commitment to professional ethics, legal and security responsibilities, and other related issues.	D3

**(A) Alignment Course Intended Learning Outcomes of Knowledge and Understanding to Teaching Strategies and Assessment Strategies:**

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>a1-</b> Demonstrate understanding of principle concepts of e-business and e-commerce, and technical, organizational, and managerial issues related to them.	Lecture Discussion	Written exams Quizzes
<b>a2-</b> Explain the benefits, risks, and requirements of transform toward the digital business.	Lecture Discussion	Written exams Quizzes

**(B) Alignment Course Intended Learning Outcomes of Intellectual Skills to Teaching Strategies and Assessment Strategies:**

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Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>b1-</b> Analyze infrastructure components required for the applications of e-business and e-commerce.	Interactive Lecture Presentation Group discussion	Written exams, Reports Quizzes
<b>b2-</b> Evaluate the benefits, risks, and limitations, of e-business and e-commerce.	Interactive Lecture Presentation Group discussion	Written exams Reports Quizzes

**( C ) Alignment Course Intended Learning Outcomes of Professional and Practical Skills to Teaching Strategies and Assessment Strategies:**

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>C1-</b> Design the appropriate digital business strategy for an organization.	Interactive Lecture Presentation Group discussion	Written exams, Reports Oral exams
<b>C2-</b> Employ the appropriate digital business models and platforms, to serve the customer effectively and enhance partnership with the suppliers.	Interactive Lecture Presentation Group discussion	Written exams, Reports Oral exams

**(D) Alignment Course Intended Learning Outcomes of Transferable Skills to Teaching Strategies and Assessment Strategies:**

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
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<b>d1-</b> Work effectively as an individual or within a team.	Presentation Group discussion	Reports Oral exam
<b>d2-</b> Demonstrate commitment to professional ethics, legal and security responsibilities, and other related issues.	Presentation Group discussion	Reports Oral exam

IV. Course Content:					
A – Theoretical Aspect:					
Order	Units/Topics List	Learning Outcomes	Sub Topics List	Number of Weeks	contact hours
1	Introduction to course	a1,a2	<ul style="list-style-type: none"> <li>- Course requirement</li> <li>- Overview of E-Business and e-commerce</li> <li>- The impact of electronic communications on traditional businesses</li> <li>- The difference between digital business and e-commerce</li> <li>- Digital business Opportunities</li> <li>- Risks and barriers to digital business adoption</li> <li>- Barriers to consumer Internet adoption</li> </ul>	2	6
2	Marketplace analysis	a1,a2	<ul style="list-style-type: none"> <li>- Online marketplace analysis</li> <li>- Location of trading in the Marketplace</li> </ul>	2	6

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	for e-commerce		<ul style="list-style-type: none"> <li>- Retailing in e-commerce</li> <li>- Product and service</li> <li>- Business and revenue models</li> </ul>		
3	E-environment	a1,a2,b1,c1	<ul style="list-style-type: none"> <li>- Social and legal factors</li> <li>- Environmental and green issues related to Internet usage</li> <li>- Taxation</li> <li>- Economic and competitive Factors</li> <li>- Political factors</li> <li>- E-government</li> <li>- Technological innovation and technology assessment</li> </ul>	2	6
4	Managing digital business infrastructure	a1,a2,b1,c1,c2	<ul style="list-style-type: none"> <li>- Digital business infrastructure Components</li> <li>- A short introduction to Internet</li> <li>- Technology Management issues in creating a new customer-facing digital service</li> <li>- Managing internal digital communications through intranets and extranets</li> <li>- Web presentation and data exchange standards</li> </ul>	1	3
5	Digital business strategy	a1,a2,b1,b2,c1,c2	<ul style="list-style-type: none"> <li>- What is digital business strategy</li> <li>- Strategic analysis</li> <li>- Strategic objectives</li> <li>- Strategy definition</li> <li>- Strategy implementation</li> </ul>	2	6
6	Supply chain management	a1,b1,c1,c2	<ul style="list-style-type: none"> <li>- What is supply chain management?</li> </ul>	1	3

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			<ul style="list-style-type: none"> <li>- Options for restructuring the supply chain</li> <li>- Using digital business to restructure the supply chain</li> <li>- Supply chain management implementation</li> </ul>		
7	E-procurement	a1,a2,b1, b2,c1,c2	<ul style="list-style-type: none"> <li>- What is e-procurement?</li> <li>- Drivers of e-procurement</li> <li>- Barriers and risks of e-procurement adoption</li> <li>- Implementing e-procurement</li> <li>- B2B marketplaces</li> <li>- The future of e-procurement</li> </ul>	1	3
8	Digital marketing	a1,b1,c1,c 2	<ul style="list-style-type: none"> <li>- What is digital marketing</li> <li>- Digital marketing planning</li> <li>- Situation analysis</li> <li>- Objective setting</li> <li>- Strategy</li> <li>- Tactics</li> <li>- Actions</li> <li>- Control</li> </ul>	1	3
9	Customer relationship Management	a1,b1,c1,c 2	<ul style="list-style-type: none"> <li>- What is e-CRM</li> <li>- Conversion marketing</li> <li>- The online buying process</li> <li>- Customer acquisition management</li> <li>- Customer retention management</li> <li>- Customer extension</li> <li>- Technology solutions for CRM</li> </ul>	1	3
10	Change management	a1,a2,b1, b2,c1,c2	<ul style="list-style-type: none"> <li>- The challenges of digital business transformation</li> <li>- Different types of change in business</li> <li>- Planning change</li> </ul>	1	3

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			<ul style="list-style-type: none"> <li>- Human resource requirements</li> <li>- Revising organizational structures</li> <li>- Approaches to managing change</li> <li>- Towards the social business</li> <li>- Risk management</li> </ul>		
<b>Number of Weeks /and Units Per Semester</b>				<b>14</b>	<b>42</b>

<b>B - Practical Aspect: (if any)</b>				
Order	Tasks/ Experiments	Number of Weeks	contact hours	Learning Outcomes
1				
2				
<b>Number of Weeks /and Units Per Semester</b>				

<b>V. Teaching strategies of the course:</b>
Lecture
Interactive lecture
Discussion
Group discussion
Presentation

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## VI. Assignments:

No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	- Write two reports	a1,a2,b1,b2,c1c2,d1,d2	6 <sup>th</sup> ,12 <sup>th</sup>	15
2	- Presentation	b1,b2,c1c2,d1	8 <sup>th</sup> -14 <sup>th</sup>	10

## VII. Schedule of Assessment Tasks for Students During the Semester:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Learning Outcomes
1	Assignment(1)	6 <sup>th</sup> ,12 <sup>th</sup>	15	15%	a1,a2,b1,b2,c1c2,d1,d2
2	Assignment(2)	8 <sup>th</sup> -14 <sup>th</sup>	10	10%	b1,b2,c1c2,d1
3	Quizzes	3 <sup>th</sup> ,4 <sup>th</sup> ,5 <sup>th</sup> ,6 <sup>th</sup> ,8 <sup>th</sup>	5	5%	a1,a2,b1,b2
4	Mid-Exam	7 <sup>th</sup>	20	20%	a2,a2,b1
5	Final-Exam	16 <sup>th</sup>	50	50%	a1,a2,b1,b2,c1,c2

## VIII. Learning Resources:

- *Written in the following order: ( Author - Year of publication - Title - Edition - Place of publication - Publisher).*

1- Required Textbook(s) ( maximum two ).

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	1- Dave Chaffey, (2015), Digital-Business and E-Commerce Management: Strategy, Implementation and Practice, 6 Edition, Pearson.
<b>2- Essential References.</b>	
	1- Kenneth C. Laudon,, and Carol G. Traver , (2017), E-commerce: business. techno society., 13 Edition, Pearson.
<b>3- Electronic Materials and Web Sites etc.</b>	
	1- <a href="https://www.tutorialspoint.com/listtutorial/INTRODUCTION-TO-E-BUSINESS/">https://www.tutorialspoint.com/listtutorial/INTRODUCTION-TO-E-BUSINESS/</a> 2- <a href="https://www.tutorialspoint.com/e_commerce/index.htm">https://www.tutorialspoint.com/e_commerce/index.htm</a>

<b>IX. Course Policies:</b>	
Unless otherwise stated, the normal course administration policies and rules of the Faculty of Computer and Information Technology apply. For the policy, see: ----- -- The University Regulations on academic misconduct will be strictly enforced. Please refer to ----- ----	
<b>1</b>	<b>Class Attendance:</b> A student should attend not less than 75 % of total hours of the subject; otherwise he will not be able to take the exam and will be considered as exam failure. If the student is absent due to illness, he/she should bring a proof statement from university Clinic
<b>2</b>	<b>Tardy:</b> For late in attending the class, the student will be initially notified. If he repeated lateness in attending class, he will be considered as absent.
<b>3</b>	<b>Exam Attendance/Punctuality:</b> A student should attend the exam on time. He is Permitted to attend an exam half one hour from exam beginning, after that he/she will not be permitted to take the exam and he/she will be considered as absent in exam.
<b>4</b>	<b>Assignments &amp; Project</b> The assignment is given to the students after each chapter; the student has to submit all the assignments for checking on time.
<b>5</b>	<b>Cheating:</b> For cheating in exam, a student will be considered as fail. In case the cheating is repeated three times during his/her study the student will be disengaged from the Faculty.
<b>6</b>	<b>Plagiarism:</b>

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	<p>Plagiarism is the attending of a student the exam of a course instead of another student. If the examination committee proofed a plagiarism of a student, he will be disengaged from the Faculty. The final disengagement of the student from the Faculty should be confirmed from the Student Council Affair of the university.</p>
7	<p><b>Other policies:</b></p> <ul style="list-style-type: none"><li>- Mobile phones are not allowed to use during a class lecture. It must be closed, otherwise the student will be asked to leave the lecture room</li><li>- Mobile phones are not allowed in class during the examination.</li><li>- Lecture notes and assignments my given directly to students using soft or hard copy</li></ul>

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## Faculty of Computer & Information Technology

### Department of Information System

### Program of Information System

### Course syllabus of E-business

Course No ( ..... )

Head of Department	Vise Dean for Qulity Assurance	Dean of the Faculty	Dean of Development center and Quality Assurance
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2020/2021

## Template for Course Plan (Syllabus)

I. - Information about Faculty Member Responsible for the Course:							
Name of Faculty Member		Office Hours					
Location & Telephone No.		SAT	SUN	MON	TUE	WED	THU
E-mail							

II. Course Identification and General Information:						
1-	Course Title:	E-Business				
2-	Course Number & Code:					
3-	Credit hours:	C.H			Total	
		Th.	Seminar	Pr.		F. Tr.
		3	-	-	-	3
4-	Study level/year at which this course is offered:	3 <sup>rd</sup> Level-2 <sup>nd</sup> semester				
5-	Pre-requisite (if any):	None				

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6-	Co –requisite (if any):	None
7-	Program (s) in which the course is offered	Information Systems
8-	Language of teaching the course:	English
9-	System of Study:	Term Based System
10-	Mode of delivery:	Full Time
11-	Location of teaching the course:	Faculty of Computer and Information Technology

### III. Course Description:

This course aims to provide students with the principle concepts of e-business and e-commerce from technological, organizational, and managerial standpoint. The course will include the concepts, definitions, framework, benefits, risks, and limitations related to e-business and e-commerce. The students through this course will acquire knowledge about, the current and emerging, e-business and e-commerce technologies using the Internet. This course will cover many topics like E environment, digital marketing, e-government, Digital business strategy, Supply chain Management, Customer relations management.

### IV. Intended learning outcomes (ILOs) of the course:

- Brief summary of the knowledge or skill the course is intended to:

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- 1- Demonstrate understanding of principle concepts of e-business and e-commerce, and technical, organizational, and managerial issues related to them.
- 2- Explain the benefits, risks, and requirements of transform toward the digital business
- 3- Analyze infrastructure components required for the applications of e-business and e-commerce.
- 4- Evaluate the benefits, risks, and limitations, of e-business and e-commerce.
- 5- Design the appropriate digital business strategy for an organization.
- 6- Employ the appropriate digital business models and platforms, to serve the customer effectively  
and enhance partnership with the suppliers.
- 7- Work effectively as an individual or within a team.
- 8- Demonstrate commitment to professional ethics, legal and security responsibilities, a other related issues.

## V. Course Content:

- Distribution of Semester Weekly Plan of Course Topics/Items and Activities.

### A – Theoretical Aspect:

Order	Topics List	Week Due	Contact Hours
1	Introduction to course	1 <sup>st</sup> , 2 <sup>nd</sup>	6
2	Marketplace analysis for e-commerce	3 <sup>th</sup> , 4 <sup>th</sup>	6
3	E-environment	5 <sup>th</sup> , 6 <sup>th</sup>	6
4	Mid-Exam	7 <sup>th</sup>	3
5	Managing digital business infrastructure	8 <sup>th</sup>	3
6	Digital business strategy	9 <sup>th</sup> , 10 <sup>th</sup>	6

Head of Department

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7	Supply chain management	11 <sup>th</sup>	3
8	E-procurement	12 <sup>th</sup>	3
9	Digital marketing	13 <sup>th</sup>	3
10	Customer relationship management	14 <sup>th</sup>	3
11	Change management	15 <sup>th</sup>	3
12	Final Exam	16 <sup>th</sup>	3
<b>Number of Weeks /and Units Per Semester</b>		<b>16</b>	<b>48</b>

<b>B – Practical Aspect: (if any)</b>			
Order	Topics List	Week Due	Contact Hours
1			
2			
3			
4			
<b>Number of Weeks /and Units Per Semester</b>			

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## VI. Teaching strategies of the course:

Lecture  
Interactive lecture  
Discussion  
Group discussion  
Presentation

## VII. Assignments:

No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	Write two reports	a1,a2,b1,b2,c1c2,d1,d2	6 <sup>th</sup> , 12 <sup>th</sup>	15
2	Presentation	b1,b2,c1c2,d1	8 <sup>th</sup> -14 <sup>th</sup>	10

## VIII. Schedule of Assessment Tasks for Students During the Semester:

Assessment	Type of Assessment Tasks	Week Due	Mark	Proportion of Final Assessment
1	Assignment(1)	6 <sup>th</sup> , 12 <sup>th</sup>	15	15%
2	Assignment(2)	8 <sup>th</sup> -14 <sup>th</sup>	10	10%

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3	Quizzes	3 <sup>th</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> , 6 <sup>th</sup> , 8 <sup>th</sup>	5	5%
4	Mid-Exam	7 <sup>th</sup>	20	20%
5	Final-Exam	16 <sup>th</sup>	50	50%

### IX. Learning Resources:

• Written in the following order: ( Author – Year of publication – Title – Edition – Place of publication – Publisher).

#### 1- Required Textbook(s) ( maximum two ).

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#### 2- Essential References.

1- Kenneth C. Laudon,, and Carol G. Traver , (2017), E-commerce: business. technology. society., 13 Edition, Pearson.

#### 3- Electronic Materials and Web Sites etc.

1- <https://www.tutorialspoint.com/listtutorial/INTRODUCTION-TO-E-BUSINESS/6>  
2- [https://www.tutorialspoint.com/e\\_commerce/index.htm](https://www.tutorialspoint.com/e_commerce/index.htm)

### X. Course Policies:

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The University Regulations on academic misconduct will be strictly enforced. Please refer to -----

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#### 1 Class Attendance:

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	A student should attend not less than 75 % of total hours of the subject; otherwise he will not be able to take the exam and will be considered as exam failure. If the student is absent due to illness, he/she should bring a proof statement from university Clinic
2	<b>Tardy:</b> For late in attending the class, the student will be initially notified. If he repeated lateness in attending class, he will be considered as absent.
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4	<b>Assignments &amp; Project</b> The assignment is given to the students after each chapter; the student has to submit all the assignments for checking on time.
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اللجنة الإشرافية			
م.م	الاسم	الصفة	التوقيع
١	أ.م.د. عبد الماجد الخليدي	نائب عميد الكلية للشؤون الأكاديمية	
٢	أ.م.د. احمد مجاهد	نائب عميد مركز التطوير الأكاديمي وضمان الجودة	
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