اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	E Business
Course Code:	**ADMN 317**
Program:	**Bachelor Degree in Business Administration**
Department:	**Business Administration**
College:	**College of Business Administration**
Institution:	**Jazan University**

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Table of Contents

A. Course Identification

1. Credit hours: **3 Hours**
2. Course type
a.   University ☐   College ☐   Department √   Others ☐ ☐
b.   Required √   Elective ☐
3. Level/year at which this course is offered: Level 9 / year 3rd
4. Pre-requisites for this course (if any)**:MGIS 271**
5. Co-requisites for this course (if any)**:N/A**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	33 Hours	100%
2	**Blended**		
3	**E-learning**		
4	**Distance learning**		
5	**Other**		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	33 Hours
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	33 Hours

B. Course Objectives and Learning Outcomes

1. Course Description:

The course introduces the fundamentals and infrastructure of e-Business to familiarize students with related new technology development. It also discusses how e-Business differs from traditional business in terms of business processes and activities, and how we can set business strategies with e-Business. How to implement e-Business in the current business environment will also be discussed.

Electronic Business (e-Business) is aimed at enhancing the competitiveness of an organization by adopting innovative information and communications technology throughout an organization and beyond, through links to partners and customers.

2. Course MainObjective

In this course, students will develop the knowledge and skills to explore the specialized nature of E- Business, and develop an understanding of the differences between traditional business and e- Business. Students are expected to understand recent developments in e-Business and be able to employ e-Business strategically to enhance business processes. Students will learn how to apply skills and knowledge in planning and designing a business-to-business.

The emphasis is on business models, strategies, and website design.

3. Course Learning Outcomes

	CLOs	AlignedPLOs
1	**Knowledge and Understanding** **Students Should be able to:**	
1.1	**Explain** the key characteristics of the e-Business environment.	K1
1.2	**Interpret** the recent trends & relevant factors that influence the decision making in the business world	K3
2	**Skills :** **Students Should be able to:**	
2.1	**Illustrate** effectively the organizational issues related to e-business, from strategic, operational and technical aspects.	S1
2.2	**Evaluate** the performance of business strategies linked with stated goals.	S3

CLOs		AlignedPLOs
3	**Values:** **Students Should be able to:**	
3.1	**Justify** the importance of organizational leadership when adopting E-Business and E-Commerce.	V1
3.2	**Demonstrate** the importance of protecting customer's data and security when adopting E-Business model	V2

C. Course Content

No	List of Topics	Contact Hours
1	**Unit 1. Introduction to E-Business and E-commerce**: Difference between E Commerce and E Business, Advantages of adopting E Business Orientation, Limitation of E Business,	3
2	Impact of Electronic communication on traditional business, internet and extranet	3
3	Drivers of business internet adoption, E business risks and barriers to business adoption	3
0	**Students Self Study** (Barriers to internet adoption)	0
4	**Unit 2. E-Business environment:** The E-business environment, Micro environment and Macro environment, Market Channel Structure,	3
5	Importance of multi-channel market place models, Online Marketing Intermediaries, Portals.	3
0	**Students Self Study** (Business Models)	0
6	**Unit 3. E-Business Infrastructure:** E-business infrastructure, Web Hosting, Internet infrastructure components,	3
7	The development of the Internet, Internet service provider (ISP), The World Wide Web, Business Uses of the Web	3
8	Internet and Web Applications, Web programming languages, Intranet, Extranet.	3
9	Managing E Business Infrastructure, EDI, ASP	3
0	**Students Self Study** (URLs and domain names)	0
10	**Unit 4. Supply Chain Management:** Benefits and Problems, Logistics, Value Chain, E Procurement,	3
11	E Banking, E – Tailing, Security aspects of E Business, Firewalls, E Marketing	3
Total		33

*Students are expected to spend a total of 4 hours (i.e., 3 hours of class contact and 1 hour of personal study) per week to achieve the course learning outcomes.

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	TeachingStrategies	AssessmentMethods
1.0	**Knowledge and Understanding** **Students should be able to:**		
1.1	**Explain** the key characteristics of the e-Business environment.	Lecture	Written Exam
1.2	**Interpret** the recent trends & relevant factors that influence the decision making in the business world	Lecture	Written Exam
…			
2.0	**Skills** **Students should be able to:**		
2.1	**Illustrate** effectively the organizational issues related to e-business, from strategic, operational and technical aspects.	Lectures, Case Study	Written Exam
2.2	**Evaluate** the performance of business strategies linked with stated goals.	Lectures,Group Discussions	Written Exam, Assignment
2.3			
3.0	**Values** **Students should be able to:**		
3.1	**Justify** the importance of organizational leadership when adopting E-Business and E-Commerce.	Group Discussion, Student Presentation	Assignment
3.2	**Demonstrate** the importance of protecting customer's data and security when adopting E-Business model	Group Discussion, Student Presentation	Assignment
…			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Group Discussion & class Participation	Week 1st – Week 10th	5%
2	Mid Term Exam	Week 6th,7th	30%
3	Assignment	Week 8th	5%
4	Quiz	Week 9th	10%
5	Final Exam	Week 12 & 13	50%
6			
7			
8			

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student

consultations and academic advice :

Schedule of Teaching staff Office hours included in the student guide, published at college webpage, published in the department announcement board, and the door of teaching staff offices.

Students also can contact the instructor on their respective emails.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• Gary P.Schneider , Electronic Commerce, Thomson Publications, 2007 • Hendry Chan, Raymond Lee, E-Business: Fundamentals and Applications, McGrawhill Publications UK , 2008.
Essential References Materials	E-Business and E-Commerce, 2/E , Dave Chaffey, Prentice Hall
Electronic Materials	Saudi Digital Library http://www.emeraldinsight.com/insight http://www.en.wikipedia/wiki/listof_management_topics
Other Learning Materials	Turban, E., Outland, J., King, D., Lee, J. K., Liang, T. P., and Turban, D. C., Electronic Commerce 2018: A Managerial and Social Networks Perspective, 9th Edition, Sprinder, 2018.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms to facilitate student engagement, collaboration and connection between lecturer and student with: • Movable tables and chairs conductive to group discussion and group work. • Good lighting control.
Technology Resources (AV, data show, Smart Board, software, etc.)	- Smart classroom equipment including data show. - Instructor station with Tablet PC-like technology. - Multiple electronic display surfaces (LCD projectors, etc.). - Reliable network connectivity. - Laptop connection for instructor and student hook ups. - Electrical Outlets.

Item	Resources
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Course Committee	Indirect
	Students – survey	Indirect
	Peer Evaluation (teaching staff)	Indirect
	Students – Results & Grades	Direct
	Students – Focus Group Discussion	Indirect
Extent of achievement of course learning outcomes	Course committee	Direct
	Students – Survey	Indirect
Quality of learning resources, office hours, students work load, feedback to students etc	Students – Survey	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes,Quality oflearning resources, etc.)
Evaluators (Students,Faculty, Program Leaders,Peer Reviewer, Others (specify)
Assessment Methods(Direct, Indirect)

H. Specification Approval Data

Council / Committee	Department Council
Reference No.	2301-09-ADMN317
Date	13/10/2022