Course Specification

— (Bachelor)

Course Title: E-Business	
Course Code: ADMN 317	
Program: Bachelor in Business Administration	
Department: Business and Marketing	
College: College of Business	
Institution: Jazan University	
Version: *Course Specification Version Number*	
Last Revision Date: *Pick Revision Date.*	

Table of Contents

A. General information about the course:

1. Course Identification

1. Credit hours: (3)

2. Course type

A.	☐ University	☐ College	☒ Department	☐ Track	☐ Others
B.	☒ Required			☐ Elective	

3. Level/year at which this course is offered: (8th level/3rd year)

4. Course general 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.

5. Pre-requirements for this course (if any):

MGIS 271

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

- Recognize and describe the concepts of e-Business models, e-revenue models, global e marketplaces, e-marketing, mobile commerce (m-commerce), and e-security.
- Explain the key characteristics of the e-Business environment.
- Recognize and critically discuss the ethical and social issues in online and e-Business.

- Design e-Business applications to handle the general operations and management of an online business.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	E-learning		
3	Hybrid ● Traditional classroom ● E-learning		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	**Lectures**	33
2.	**Laboratory/Studio**	
3.	**Field**	
4.	**Tutorial**	
5.	**Others (specify)**	
Total		**33**

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	**Knowledge and understanding**			
1.1	**Explain** the key characteristics of the e-Business environment.	K1	■ Lectures ■ Group discussions	■ Midterms ■ Final exam ■ Quizzes

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
			▪ Individual and collaborative activities ▪ Pair and group discussions	▪ Class participation ▪ Assignments
1.2	**Interpret** the recent trends & relevant factors that influence the decision making in the business world	K3	▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions	▪ Midterms ▪ Final exam ▪ Quizzes ▪ Class participation ▪ Assignments
...				
2.0	**Skills**			
2.1	**Illustrate** effectively the organizational issues related to e-business, from strategic, operational and technical aspects.	S1	▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions	▪ Midterms ▪ Final exam ▪ Individual Assignments ▪ Group Assignment
2.2	**Analyze** the needed steps for setting up and maintaining a successful e-business	S2	▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions	▪ Midterms ▪ Final exam ▪ Individual Assignment ▪ Group Assignment
2.3	**Evaluate** the performance of	S3	▪ Lectures	▪ Midterms ▪ Final exam

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	business strategies linked with stated goals.		▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions	▪ Individual Assignment ▪ Group Assignment
3.0	**Values, autonomy, and responsibility**			
3.1	**Justify** the importance of organizational leadership when adopting E-Business and E-Commerce.	V1	▪ Individual problem-solving activities ▪ Pair and group discussions and activities	▪ Class participation ▪ Observation ▪ Individual Assignments ▪ Group Assignment
3.2	**Demonstrate** the importance of protecting customer's data and security when adopting E-Business model	V2	▪ Individual problem-solving activities ▪ Pair and group discussions and activities	▪ Class participation ▪ Observation ▪ Individual Assignments ▪ Group Assignment
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C. Course Content

No	List of Topics	Contact Hours
1.	<u>Unit 1. Introduction to E-Business and E-commerce</u>: 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, Barriers to internet adoption, E business risks and barriers to business adoption	3

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, Business Models	3
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, URLs and domain names,	3
9.	Managing E Business Infrastructure, EDI, ASP	3
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**

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
4.	Final exam	Week 12 & 13	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	● Gary P.Schneider , Electronic Commerce, Thomson Publications, 2007 ● Hendry Chan, Raymond Lee, E-Business: Fundamentals and Applications, McGrawhill Publications UK , 2008.
Supportive References	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. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, 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 equipment (projector, smart board, software)	▪ 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.
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING

REFERENCE NO.	2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3
DATE	12-09-2024