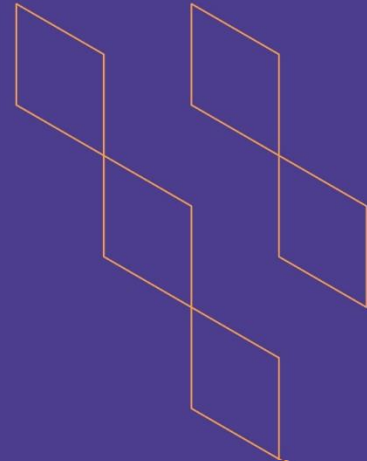




T-104
2022

Course Specification



Course Title: Electronic Business
Course Code: IS1509
Program: Computer Information Systems
Department: Computer Information Systems
College: College of Computer Science & Information Technology
Institution: Al-Baha University, Al Baha, Saudi Arabia
Version: T-104 V2
Last Revision Date: 24/03/2023



Table of Contents:

Content	Page
A. General Information about the course	3
1. Teaching mode (mark all that apply)	3
2. Contact Hours (based on the academic semester)	
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	4
C. Course Content	5
D. Student Assessment Activities	5
E. Learning Resources and Facilities	6
1. References and Learning Resources	6
2. Required Facilities and Equipment	6
F. Assessment of Course Quality	7
G. Specification Approval Data	7



A. General information about the course:

Course Identification	
1. Credit hours:	4 Credit Hours (4, 0, 0) (Lecture, Lab, Tutorial) (4 Contact Hours)
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	8 th Level/3 rd Year
4. Course general Description	
This course describes the basic principles of e-business technologies. Upon the completion of this course, students should have a good working knowledge of e-business concepts, applications, and technologies (e.g. e-business infrastructure, the technology required for e-business, e-business marketplace, e-Commerce, B2B e-business, e-business strategy, e-procurement, customer relationship management, and service implementation and optimization).	
5. Pre-requirements for this course (if any): IS1502 Enterprise Resource Planning (ERP)	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s)	
The course aims to provide students with the basic business knowledge necessary for CIS students. The course strives to enable students to:	
A. Recognize the e-business concepts and how it is different from e-commerce.	
B. Recognize the e-business models and infrastructure. Students will learn how E-business concepts are applied to different fields.	
C. Moreover, this course will inspire students with online business ideas and motivate them to apply what they learned in the real life.	
D. Analyze the potential impacts of different e-Business strategies; the ability to evaluate the effects of business issues in relation to various e-Business models.	
E. Be aware of the e-Business environment, the identification of contemporary eBusiness issues, and the evaluation of their implications for organizations.	

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	40	100%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		





2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	40
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	40

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Recognize e-Business and their types.	K1	Lectures Assignments	Quiz Midterm Final Exam
1.2	Define the e-Marketplaces.	K2		Quiz Midterm Final Exam
1.3	Identify the main e-Business Models.	K3		Midterm Project Final Exam
2.0	Skills			
2.1	Explain how to conduct online business	S1	Lectures Assignments Project	Quiz Midterm Project Final Exam
2.2	Compare the different e-Business models	S2		Quiz Midterm Final Exam Project
2.3	Analyze the needed steps for setting up and maintaining a successful e-business.	S3		Quiz Midterm Project Final Exam
3.0	Values, autonomy, and responsibility			
3.1	Interact in groups collaboratively	V1	Small Groups	Reports Class Discussions Project





C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to E- Business	4
2.	Internet Business Models	4
3.	E- Business Strategy	8
4.	E- Business environment.	4
5.	Continue E- Business Strategy	4
6.	E-supply chain management.	4
7.	E-procurement.	4
8.	E-marketing.	4
9.	Customer relationship management	4
Total		40

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quiz	6	10 %
2.	Midterm	5	20 %
3.	Course Project presentation and report	8	10 %
4.	Final Exam	13	60 %

*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	<ul style="list-style-type: none"> • PAPPAS, Ilias O., et al. Digital transformation for a sustainable society in the 21st century. Springer International Publishing, 2019.
Supportive References	<ul style="list-style-type: none"> • Jelassi, Tawfik, and Francisco J. Martínez-López. Strategies for e-business: Concepts and cases on value creation and digital business transformation. Springer Nature, 2020.
Electronic Materials	<ul style="list-style-type: none"> • Access to the Saudi Digital Library (SDL). • Using the learning management system of the university – Rafid System (https://lms.bu.edu.sa/). • Open access course material online
Other Learning Materials	





2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Every Class has more than 30 chairs for the students that is more enough for the registered students.
Technology equipment (projector, smart board, software)	Every class room has smart board and projector with cables to connect to laptop for lectures.
Other equipment (depending on the nature of the specialty)	Internet facility is available in classroom to show online programming examples and to run online compiler to execute the programs.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	<ul style="list-style-type: none"> •Students •Faculty •Program Leader •Course Coordinator 	<ul style="list-style-type: none"> •Surveys (indirect). •Direct feedback from students. •Course evaluation by Peer Reviewers (indirect). •Class visit by Program Leader (indirect) <p>Comprehensive Course report (where we can find information about teaching difficulties and action plan, ...)</p>
Effectiveness of students assessment	<ul style="list-style-type: none"> •Faculty •Course Coordinator 	<ul style="list-style-type: none"> •Surveys (indirect). •Course evaluation by Peer Reviewers (indirect).
Quality of learning resources	<ul style="list-style-type: none"> • Students • Faculty • Course Coordinator 	<ul style="list-style-type: none"> • Surveys (indirect) • Course evaluation by Peer Reviewers (indirect). <p>Comprehensive Course report (where we can find information about difficulties and challenges about learning resources as well as consequences and action plan..)</p>
The extent to which CLOs have been achieved	<ul style="list-style-type: none"> • Faculty • Program Leader • Course Coordinator 	<ul style="list-style-type: none"> • Student Results (direct) <p>Comprehensive Course report (where we can find the CLO assessment results)</p>
Other		

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

Assessment Methods (Direct, Indirect)





G. Specification Approval Data

COUNCIL /COMMITTEE	Curriculum Committee Meeting
REFERENCE NO.	
DATE	March 28, 2023

