



T-104
2022

Course Specification

Course Title: **E-Commerce**

Course Code: **IS1764**

Program: **Computer Information Systems**

Department: **Computer Information Systems**

College: **Computer Science and Information Technology**

Institution: **: AL Baha University**

Version: **T-104 V2**

Last Revision Date: **29 March 2023**



Table of Contents:

Content	Page
A. General Information about the course	
1. Teaching mode 2. Contact Hours	
B. Course Learning Outcomes, Teaching Strategies and Assessment Methods	5
C. Course Content	6
D. Student Assessment Activities	6
E. Learning Resources and Facilities	
1. References and Learning Resources	7
2. Required Facilities and Equipment	7
F. Assessment of Course Quality	7
G. Specification Approval Data	8



A. General information about the course:

Course Identification	
1. Credit hours:	3 Credit Hours (3, 0, 0) (Lecture, Lab, Tutorial) (3 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 type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered:	Elective course (Group C)
4. Course general Description	
This course introduces the concepts, vocabulary, and procedures associated with E-Commerce and the Internet. The student gains an overview of all aspects of E-Commerce. Topics include development of the Internet and E-Commerce, options available for doing business on the Internet, features of Web sites and the tools used to build an E-Commerce web site, marketing issues, payment options, security issues, and customer service.	
5. Pre-requirements for this course (if any): IS1509- Electronic Business	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s)	
Upon successful completion of this course, the student will be able to define electronic commerce and the stakeholders and their capabilities and limitations in the strategic convergence of technology and business, describe an example of system architecture for an e- Business, recall awareness of ethical, social and legal aspects of e-commerce, identify and explain fundamental web site tools including design tools, programming tools, and data processing tools, apply the major electronic payment issues and options, discuss management issues underlying e-Commerce issues including organizational structure, strategic planning, goal setting, corporate social responsibility, international arena, changing market intermediaries, resource allocation and customer service and Participate and demonstrate self- efficacy through a willingness to question, learn and take challenges independently.	

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	30	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	30
2.	Laboratory/Studio	-
3.	Field	-
4.	Tutorial	-
5.	Others (specify)	-
	Total	30



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	Define electronic commerce and the stakeholders and their capabilities and limitations in the strategic convergence of technology and business.	K1	-Lectures -Assignments	-Quiz -Midterm -Final exam
1.2	Describe an example of system architecture for an e-Business	K2	-Lectures -Assignments -Self-study	-Quiz -Midterm -Final exam
1.3	Recall awareness of ethical, social and legal aspects of e-commerce	K3	-Lectures -Assignments	-Quiz -Midterm -Final exam
2.0	Skills			
2.1	Identify and explain fundamental web site tools including design tools, programming tools, and data processing tools	S1	- Lectures - Class discussions -Self-study	- Quiz - Midterm - Final exam - Oral Exam
2.2	Apply the major electronic payment issues and options	S2	- Lectures - Class discussions	- Quiz - Midterm - Final exam - Oral Exam
2.3	Discuss management issues underlying e-Commerce issues including organizational structure, strategic planning, goal setting, corporate social responsibility, international arena, changing market intermediaries, resource allocation and customer service	S3	- Lectures - Class discussions -Self-study	- Quiz - Midterm - Final exam - Oral Exam
3.0	Values, autonomy, and responsibility			
3.1	Participate and demonstrate self-efficacy through a willingness to question, learn	V1	Teamwork (smaller group)	Oral Presentation





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	and take challenges independently.			

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Electronic Commerce	3
2.	Technology Infrastructure: The Internet and the World Wide Web	3
3	Selling on the Web: Revenue Models and Building a Web Presence	3
4	Marketing on the Web	3
5	Business-to-Business Strategies: From Electronic Data Interchange to Electronic Commerce	3
6	Online Auctions, Virtual Communities, and Web Portals	3
7	The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues	3
8	Web Server Hardware and Software	3
9	Electronic Commerce Software and Security	3
10	Payment Systems for Electronic Commerce	3
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterm Exam	5th week	20%
2.	Quiz	7th week	10%
3.	Oral presentation / group project	9th week	10%
4.	Final Exam	11th week	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

- E-Commerce 2018, Global Edition, 14/E Kenneth C. Laudon, New York University Carol Guercio Traver ISBN-10: 1292251700 • ISBN-13: 9781292251707 ©2019
- Electronic Commerce: Seventh Annual Edition. Publisher, Thomson Learning, 2007. ISBN, 9814195448,9789814195447. Length, 624 pages.





Supportive References	<ul style="list-style-type: none"> • Computer Science Curriculum 2013 – http://cs2013.org ACM (Association for Computer Machinery) Curricula Recommendations - http://www.acm.org/education/curricula-recommendations
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/).
Other Learning Materials	Non

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Each class room size is provided with 20-25 seats which are more enough to accommodate registered students
Technology equipment (projector, smart board, software)	Class room with smart boards Desk tops with genuine Operating systems and Anti-virus Smart Podiums
Other equipment (depending on the nature of the specialty)	Needed Internet facility to explain real time examples by on line

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	<ul style="list-style-type: none"> • Students • Faculty • Peer Reviewers • 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) • Comprehensive Course report (where we can find information about teaching difficulties and action plan, ...)
Effectiveness of students assessment	<ul style="list-style-type: none"> • Students • Faculty • Peer Reviewers • Program Leader • Exam Evaluation Committee • 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) • Exam evaluation by the Exam Evaluation Committee (indirect)
Quality of learning resources	<ul style="list-style-type: none"> • Students • Faculty 	<ul style="list-style-type: none"> • Surveys (indirect) • Course evaluation by Peer





Assessment Areas/Issues	Assessor	Assessment Methods
	<ul style="list-style-type: none"> •Peer Reviewers •Course Coordinator 	Reviewers (indirect). <ul style="list-style-type: none"> •Comprehensive Course report (where we can find information about difficulties and challenges about learning resources as well as consequences and action plan, ...)
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) • Comprehensive Course report (where we can find the CLO assessment results)

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

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	

