

Course Syllabus

1	Course title	E-Business	
2	Course number	1605332	
3	Credit hours	3	
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	-	
5	Program title	BA	
6	Program code	1605	
7	Awarding institution	The University of Jordan	
8	School	School of Business	
9	Department	Management Information Systems	
10	Course level	3 rd year	
11	Year of study and semester (s)	First term 2023/2024	
12	Other department (s) involved in teaching the course	-	
13	Main teaching language	English	
14	Delivery method	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date		

17 Course Coordinator:

Name: **Dr. Laila Dahabiyeh**

Contact hours: Sunday-Thursday 12:00-1:00

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18 Other instructors:

Name: Dr. Mahmoud Dalahmeh

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19 Course Description:

As stated in the approved study plan.

Electronic commerce (EC) is a business model in which transactions take place over electronic networks, mostly the Internet. It includes the process of electronically buying and selling goods, services, and information. Certain EC applications, such as online buying and selling stocks and airline tickets, are reaching maturity, some even exceeding non-Internet trade volume. However, EC is not just about buying and selling; it also is about electronically innovating, communicating, collaborating, and discovering information. It is about e-learning, e-customer service, e-government, social networking, problem-solving, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and, of course, people. It is undoubtedly improving our quality of life.

A most important development in EC since 2014 is the phenomenal growth of social network services, especially Facebook, Google+, and Twitter. Also impressive is the trend toward conducting EC via mobile devices. Another major development is the global expansion of EC, especially in China, where you can find the world's largest EC company. In addition, attention is given to artificial intelligence and its applications and to smart commerce as well as to the use of analytics and big data to enhance EC. Finally, some emerging EC business models are transforming industries (e.g., travel, banking, fashion, and transportation).


20 Course aims and outcomes:
A- Aims:

This course aims to introduce students to key concepts and procedures involved in EC. Topics covered include: Overview of Electronic Commerce, Social commerce, Intelligent commerce, Selling and Marketing on the Web, E-commerce Payment systems, E-commerce Security and User Experience, and Ethical issues in e-commerce

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	PLO (3) <i>Discover opportunities for business and government organizations by identifying competitive advantages using information systems</i>	PLO (4) <i>Identify and assess ethical, legal, security, managerial, and professional issues related to the use of emerging technologies in business and government organizations.</i>	PLO (3)	PLO (4)
1 Define all types of e-commerce systems and describe their major business and revenue models, drivers, and benefits.	X			
2 Discuss social commerce, its drivers, mechanisms and applications.	X			
3. Define intelligent commerce and understand its characteristics and applications	X			
4 Describe marketing and advertising in the Web environment.	X			
5 Describe security issues and their solutions in e-commerce, including EC fraud protection		X		
6 Describe the use of e-payments, including mobile payments, and digital currency in e-commerce.	X			
7. Understand the foundations of legal and ethical issues in EC.		X		

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Syllabus	-	Face-to-face		Sync.	Exams	Textbook
	1.2	Chp.1	SLO1	Face-to-face		Sync.	Exams	Textbook
	1.3	Chp.1	SLO1	Face-to-face		Sync.	Exams	Textbook
2	2.1	Chp.1	SLO1	Face-to-face + online		Sync.	Exams	Textbook
	2.2	Chp.1	SLO1	Face-to-face + online		Sync.	Exams	Textbook
	2.3	Chp.1	SLO1	Online		Sync.	Exams	Textbook
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3.1	Chp.1	SLO1	Face-to-face		Sync.	Exams	Textbook
	3.2	Chp.1	SLO1	Face-to-face		Sync.	Exams	Textbook
	3.3	Chp.1	SLO1	Face-to-face		Sync.	Exams	Textbook
4	4.1	Chp.7	SLO2	Face-to-face		Sync.	Exams	Textbook
	4.2	Chp.7	SLO2	Face-to-face		Sync.	Exams	Textbook
	4.3	Chp.7	SLO2	Face-to-face		Sync.	Exams	Textbook
5	5.1	Chp.7	SLO2	Face-to-face		Sync.	Exams	Textbook
	5.2	Chp.7	SLO2	Face-to-face		Sync.	Exams	Textbook
	5.3	Chp.7	SLO2	Face-to-face		Sync.	Exams	Textbook
6	6.1	Chp.8	SLO3	Face-to-face		Sync.	Exams	Textbook

	6.2	Chp.8	SLO3	Face-to-face		Sync.	Exams	Textbook
	6.3	Chp.8	SLO3	Face-to-face		Sync.	Exams	Textbook
7	7.1	Chp.8	SLO3	Face-to-face		Sync.	Exams	Textbook
	7.2	Chp.8	SLO3	Face-to-face		Sync.	Exams	Textbook
	7.3	Chp.8	SLO3	Face-to-face		Sync.	Exams	Textbook
8	8.1	Chp.10	SLO4	Face-to-face		Sync.	Exams	Textbook
	8.2	Chp.10	SLO4	Face-to-face		Sync.	Exams	Textbook
	8.3	Chp.10	SLO4	Face-to-face		Sync.	Exams	Textbook
9	9.1	Chp.10	SLO4	Face-to-face		Sync.	Exams	Textbook
	9.2	Chp.10	SLO4	Face-to-face		Sync.	Exams	Textbook
	9.3	Chp.10	SLO4	Face-to-face		Sync.	Exams	Textbook
10	10.1	Chp.11	SLO5	Face-to-face		Sync.	Exams	Textbook
	10.2	Chp.11	SLO5	Face-to-face		Sync.	Exams	Textbook
	10.3	Chp.11	SLO5	Face-to-face		Sync.	Exams	Textbook
11	11.1	Chp.11	SLO5	Face-to-face		Sync.	Exams	Textbook
	11.2	Chp.11	SLO5	Face-to-face		Sync.	Exams	Textbook
	11.3	Chp.11	SLO5	Face-to-face		Sync.	Exams	Textbook
12	12.1	Chp.12	SLO6	Face-to-face		Sync.	Exams	Textbook
	12.2	Chp.12	SLO6	Face-to-face		Sync.	Exams	Textbook
	12.3	Chp.12	SLO6	Face-to-face		Sync.	Exams	Textbook
13	13.1	Chp.12	SLO6	Face-to-face		Sync.	Exams	Textbook
	13.2	Chp.12	SLO6	Face-to-face		Sync.	Exams	Textbook
	13.3	Chp.15	SLO7	Face-to-face		Sync.	Exams	Textbook
14	14.1	Chp.15	SLO7	Face-to-face		Sync.	Exams	Textbook
	14.2	Chp.15	SLO7	Face-to-face		Sync.	Exams	Textbook
	14.3	Chp.15	SLO7	Face-to-face		Sync.	Exams	Textbook
15	15.1							

	15.2							
	15.3							

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Mid exam	30	Chp. 1+7+8	SLO1+SLO2+SLO3	Week 8	On campus
Quiz	20	Chp 10	SLO4	Week 10	On campus
Final exam	50	Chp 1+7+8+10+11+ 12+15	SLO1-SLO7	Final exam period	On campus

23 Course Requirements

Students should have an account on E-Learning

24 Course Policies:

A- **Attendance policies:** Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time: according to University bylaws and teacher's instructions.

C- **Health and safety procedures:** • No smoking in the department. • Fire alarm call points are red 'Break Glass' boxes and are located on exit routes from the department and elsewhere. • Keep all fire doors and fire



exit routes clear at all times. • Never enter a building where the fire alarm is going off. • To call the Emergency Services dial 911

D- Honesty policy regarding cheating, plagiarism, misbehavior: Most students understand, in a general way, that their academic achievements are premised on academic integrity: honesty, fairness, trust, respect, accountability, and responsibility. The academic community succeeds when all members adhere to these habits of integrity, and have an important role in fostering students' commitment to academic integrity. • Plagiarism means representing the words, expressions, productions or creative works of another as one's own in any academic undertaking. • All the assignments and work submitted by the student should be his or her own. All actions of academic dishonesty including cheating, plagiarism or helping other students in such actions will be dealt with strictly according to the university regulations.

E- Grading policy: as specified above

F- Available university services that support achievement in the course: the University Library

25 References:

A- Required book(s), assigned reading and audio-visuals:

Electronic Commerce 2018: A Managerial and Social Networks Perspective. Ninth Edition. Springer
By Turban, E., Outland, J., King, D., Lee, J.K., Liang, T.-P., Turban, D.C.

B- Recommended books, materials, and media:

26 Additional information:

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Name of Course Coordinator: Laila Dahabiyeh	Signature: -----	Date: 3/10/2023
Head of Curriculum Committee/Department: -----	Signature: -----	---
Head of Department: Dr. Mohammad Nawayseh --	Signature: -----	
Head of Curriculum Committee/Faculty: -----	Signature: -----	-
Dean: -Prof. Raed Masa'deh -	Signature: -----	