

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 2021/2022	
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 checked="" 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 12-1

Office number:

Phone number:

Email: Laila.dahabiyeh@ju.edu.jo



18 Other instructors:

Name: Dr. Mahmoud Al-Dalahmeh

Office number:

Phone number:

Email: m.aldalahmeh@ju.edu.jo

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

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, E-business Infrastructure, Selling and Marketing on the Web, E-commerce Payment systems, E-commerce Security and User Experience.

B- Students Learning Outcomes (SLOs):

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

SLOs SLOs of the course	PLO (1)	PLO (2)	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 Describe e-business mechanisms, platforms and tools			X	
3 Describe marketing and advertising in the Web environment.			X	
4 Describe security issues and their solutions in e-commerce, including EC fraud protection			X	X
5 Describe the use of e-payments, including mobile payments, and digital currency in e-commerce.			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 + online	MS Teams	Sync.	Exams	Textbook
	1.2	Chp.1	SLO1	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	1.3	Chp.1	SLO1	Online	MS Teams	Sync.	Exams	Textbook
2	2.1	Chp.1	SLO1	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	2.2	Chp.1	SLO1	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	2.3	Chp.1	SLO1	Online	MS Teams	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 + online	MS Teams	Sync.	Exams	Textbook
	3.2	Chp.1	SLO1	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	3.3	Chp.1	SLO1	Online	MS Teams	Sync.	Exams	Textbook
4	4.1	Chp.2	SLO2	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	4.2	Chp.2	SLO2	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	4.3	Chp.2	SLO2	Online	MS Teams	Sync.	Exams	Textbook
5	5.1	Chp.2	SLO2	Face-to-face + online	MS Teams	Sync.	Exams	Textbook

	5.2	Chp.2	SLO2	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	5.3	Chp.2	SLO2	Online	MS Teams	Sync.	Exams	Textbook
6	6.1	Chp.10	SLO3	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	6.2	Chp.10	SLO3	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	6.3	Chp.10	SLO3	Online	MS Teams	Sync.	Exams	Textbook
7	7.1	Chp.10	SLO3	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	7.2	Chp.10	SLO3	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	7.3	Chp.10	SLO3	Online	MS Teams	Sync.	Exams	Textbook
8	8.1	Chp.10	SLO3	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	8.2	Chp.10	SLO3	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	8.3	Chp.11	SLO4	Online	MS Teams	Sync.	Exams	Textbook
9	9.1	Chp.11	SLO4	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	9.2	Chp.11	SLO4	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	9.3	Chp.11	SLO4	Online	MS Teams	Sync.	Exams	Textbook
10	10.1	Chp.11	SLO4	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	10.2	Chp.11	SLO4	Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	10.3	Chp.11	SLO4	Online	MS Teams	Sync.	Exams	Textbook
11	11.1	Chp.11		Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	11.2	Chp.11		Face-to-face + online	MS Teams	Sync.	Exams	Textbook

	11.3	Chp.12		Online	MS Teams	Sync.	Exams	Textbook
12	12.1	Chp.12		Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	12.2	Chp.12		Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	12.3	Chp.12		Online	MS Teams	Sync.	Exams	Textbook
13	13.1	Chp.12		Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	13.2	Chp.12		Face-to-face + online	MS Teams	Sync.	Exams	Textbook
	13.3	Chp.12		Online	MS Teams	Sync.	Exams	Textbook
14	14.1			Face-to-face + online	MS Teams	Sync.		Textbook
	14.2			Face-to-face + online	MS Teams	Sync.		Textbook
	14.3			Online	MS Teams	Sync.		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+2	SLO1+SLO2	Week 8	On campus
Quiz	20	Chp 10	SLO3	Week 10	On campus
Final exam	50	Chp 1+2+10+11+12	SLO1-SLO5	Week 16	On campus



--	--	--	--	--	--

23 Course Requirements

students should have a computer, internet connection, account on a MS Teams

24 Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

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

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:

--



مركز الاعتماد
و ضمان الجودة
ACCREDITATION & QUALITY ASSURANCE CENTER

Name of Course Coordinator: Laila Dahabiyeh Signature: ----- Date: 27/09/2021

Head of Curriculum Committee/Department: ----- Signature: -----

Head of Department: Dr. Rand Dmour -- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

-

Dean: -Prof. Fayez Haddad - Signature: -----