



Course Specification

(Bachelor)

Course Title: **E-Business**

Course Code: **IS1460**

Program: **Bachelor of Information Systems**

Department: **Information Systems**

College: **College of Computer and Information Sciences**

Institution: **Imam Mohammad Ibn Saud Islamic University**

Version: **2**

Last Revision Date: **21st July 2025**

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A. General information about the course:

1. Course Identification

1. Credit hours: 3 credit hours (lectures:3)

2. Course type

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

3. Level/year at which this course is offered: Level 4

4. Course general Description:

This course introduces the concept of e-business and e-commerce, the various business models that can be adopted in the internet, the supported technologies that can be used to build a successful e-business. Also, it explains the different EC-security issues. The overall aim is to develop a familiarity with the concepts and tools of electronic commerce, and to understand the process by which e-commerce systems are designed, implemented, managed, and evaluated. Although students will be exposed to some technologies (PHP, AJAX, MySQL, SMRTY and PDO) and strategies specific to internet commerce applications, the intention is that students will understand how to put together what they already know from other courses to build advanced e-commerce web site.

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

IS1337 Application Development

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

No Co-requisites

7. Course Main Objective(s):

Upon completion of this course, students will be able to understand understanding the major types of e-commerce, different e-business models and e-business impacts on individuals, business and society, understanding of how an EC (electronic commerce) system is built (hardware & software), launched and evaluated and recognize and describe Web2.0 applications, features and services, understanding of e-business security threats and how protection methods are implemented, understanding of electronic payment systems and different methods of implementing payments systems, understanding of e-marketing, branding strategies and advertising strategies and its supporting technologies, describe the





different types of social networks and online communities, their business models and the major types of auctions, their benefits and costs, and how they operate and the procurement process, the supply chain, and collaborative commerce and identify the main types of B2B e-commerce: Net marketplaces and private industrial networks and develop an e-business plan and website.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	3 hours/week	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	45
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		45

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

Code	Course Learning Outcomes	Code of CLOs aligned with PLOs (Performance Level)	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe different e-business models.	K1 (P)	Class Lectures, Self-learning	Quiz1, Midterm, Final
1.2	Recognize electronic payment systems and different methods of	K1 (P)	Class Lectures	Quiz 2, Final





Code	Course Learning Outcomes	Code of CLOs aligned with PLOs (Performance Level)	Teaching Strategies	Assessment Methods
	implementing payments systems.			
1.3	Identify different types of social networks, online communities, and their business models	K1(P)	Class Lectures	Final
2.0	Skills			
2.1	Summarize e-business security threats and implement protection methods.	S4(P)	Class Lectures with practical session	Midterm, Final
2.2	Explain how an EC (electronic commerce) system is built, launched, evaluated and managed.	S2(P)	Class Lectures with practical session	Midterm, Final, Project
2.3	Analyze e-business impacts on individuals, business and society.	S3(P)	Class Lectures	Assignments, Project,
2.4	Develop e-marketing and advertising strategies and its supporting technologies.	S4(P)	Class Lectures	Assignments, Project,
3.0	Values, autonomy, and responsibility			
3.1	Function effectively on teams to accomplish a common goal	V1(P)	Class Discussion	Project
3.2	Present a topic in a compelling manner	V3(P)	Class Discussion	Project Presentation

C. Course Contents

No	List of Topics	Contact Hours
1.	Introduction to e-Commerce	3
2.	E-commerce Business Models and Concepts	3
3.	E-Commerce Infrastructure: The Internet, Web, and Mobile Platform	6





4.	Building and E-commerce: Websites, Mobile Sites, and Apps	6
5.	E-Commerce Security	3
6.	E-Commerce Payment Systems	3
7.	E-commerce Marketing and Advertising Concepts	6
8.	Social, Mobile, and Local Marketing	3
9.	Online Retail and Services	3
10.	B2B E-commerce: Supply Chain Management	6
11.	Project Discussions	3
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quiz	4,11	10%
2.	Midterm Exam	8	20%
3.	Assignment	7	10%
4.	Group Project	15	20%
5.	Final Exam	16	40%

*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	Kenneth C. Laudon and Carol G. Traver, E-Commerce 2017, Business Technology Society, twelfth Edition, Pearson, 2017 or recent edition (2018). Publisher: Pearson ISBN-13: 978-0133938951 ISBN-10: 0133938956
Supportive References	- Electronic Commerce 2012: Managerial and Social Networks Perspectives (7th Edition) by Efraim Turban (Author), David King (Author) Publisher: Prentice Hall ISBN-10: 0132145383 ISBN-13: 978-0132145381 - Electronic Commerce, 11th Edition, by Gary P. Schneider.(11th Edition) Publisher: CENGAGE Learning





	ISBN-10: 128542543X ISBN-13: 9781285425436
Electronic Materials	N/A
Other Learning Materials	N/A

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	<i>Classroom with at least 35 seats and writing board.</i>
Technology equipment (projector, smart board, software)	<i>A projector connected to a PC preferably with Internet connection.</i>
Other equipment (depending on the nature of the specialty)	N/A

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect using course evaluation survey
Effectiveness of Students assessment	Faculty members	Direct method using TOS file
Quality of learning resources	Students and Faculty	Indirect using course evaluation survey and faculty survey
The extent to which CLOs have been achieved	Faculty members	Direct method using TOS file
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	IS CURRICULUM APPROVAL & DEVELOPMENT COMMITTEE IS QAC / / IS COUNCIL
REFERENCE NO.	
DATE	

