



KINGDOM OF SAUDI ARABIA
IMAM MOHAMMAD IBN SAUD ISLAMIC UNIVERSITY
COLLEGE OF COMPUTER SCIENCE AND INFORMATION
INFORMATION SCIENCES DEPARTMENT
BACHELOR IN INFORMATION SCIENCES



المملكة العربية السعودية
جامعة الإمام محمد بن سعود الإسلامية
كلية علوم الحاسب والمعلومات
قسم نظم المعلومات
بكالوريوس نظم المعلومات

SYLLABUS

IS ٤٦٠: E-Business

| | | | |
|--------------|---|--------------|---|
| PREREQUISITE | <i>IS337: Application Development</i> <i>MKT301: Principles of Marketing</i> | CREDIT HOURS | 3 |
|--------------|---|--------------|---|

| Instructor: |
|---|
| Contact information and office hours |
| Office No: 2A-245 Office Hours: <ul style="list-style-type: none">• Sunday (9:20 a.m. - 10:10 a.m.)• Monday (10:15 a.m. - 11:05 a.m.) (1:25 p.m. - 2:15 p.m.)• Tuesday (12:30 a.m. - 1:20 p.m.)• Wednesday (9:20 a.m. - 10:10 a.m.) (1:25 p.m. - 2:15 p.m.) E-mail: rmsheha@imamu.edu.sa |

| COURSE DESCRIPTION |
|---|
| <i>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.</i> |

| COURSE LEARNING OUTCOMES (CLOs) | | Aligned SOs |
|---------------------------------|---|-------------|
| 1 | Knowledge and Understanding: | |
| 1.1 | <i>Describe different e-business models.</i> | 1(A) |
| 1.2 | <i>Describe e-marketing and advertising strategies and its supporting technologies.</i> | 6(A) |
| 1.3 | <i>Recognize electronic payment systems and different methods of implementing payments systems.</i> | 1(P) |



| | | |
|----------|---|------|
| 2 | Skills: | |
| 2.1 | <i>Summarize e-business security threats and implement protection methods.</i> | 4(P) |
| 2.2 | <i>Capable to build, launch, evaluate and manage E-business system at intermediate level.</i> | 1(P) |
| 2.3 | <i>Analyze e-business impacts on individuals, business and society.</i> | 4(P) |
| 3 | Values: | |
| 3.1 | <i>Function effectively on teams to accomplish a common goal.</i> | 5(P) |
| 3.2 | <i>Present a topic in a compelling manner.</i> | 3(P) |

TEACHING Strategies

- Lectures
- Self-study

| No | List of Topics | Contact Hours |
|--------------|--|-----------------|
| 1 | <i>Introduction to e-Commerce</i> | 3 |
| 2 | <i>E-commerce Business Models and Concepts</i> | 8 |
| 3 | <i>E-Commerce Infrastructure: The Internet, Web, and Mobile Platform</i> | 4+1 |
| 4 | <i>Building and E-commerce: Websites, Mobile Sites, and Apps</i> | 4+1 |
| 5 | <i>E-Commerce Security</i> | 4+1 |
| 6 | <i>E-Commerce Payment Systems</i> | 4+1 |
| 7 | <i>E-commerce Marketing and Advertising Concepts</i> | 3+1 |
| 8 | <i>Social, Mobile, and Local Marketing</i> | 3+1 |
| 9 | <i>Project Discussions</i> | 3 |
| Total | | 36+6(SL) |

TEXT BOOK

Kenneth C. Laudon and Carol G. Traver, E-Commerce 2021, Business Technology Society, Sixteenth Edition, Pearson, 2021.

Publisher: Pearson

ISBN 10: 1-292-34316-8

ISBN 13: 978-1-292-34316-7

eBook ISBN 13: 978-1-292-34321-1

REFERENCES



1- Dave Chaffey and Tanya Hemphill, *Digital Business and E-Commerce Management, Seventh Edition*, Pearson, 2019.

ISBN 13: 9781292193335.

<https://www.pearson.com/uk/educators/higher-education-educators/product/Chaffey-Digital-Business-and-E-Commerce-Management-7th-Edition/9781292193335.html>

2- *Electronic Commerce 2018: Managerial and Social Networks Perspectives (9th Edition)*

by Efraim Turban, David King

Publisher: Prentice Hall

ISBN-10: 3319587145

ISBN-13: 9783319587141

Course Assessment Methods

| No | Assessment Method | Due Week | % Total Assessment |
|----|--------------------|----------|--------------------|
| 1 | Quiz | 4 | 10 |
| 2 | Assignment | 8 | 10 |
| 3 | Midterm | 6 | 20 |
| 4 | Project / Lab Exam | 11 | 20 |
| 5 | Final Exam | 13 | 40 |