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

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

SYLLABUS

IS1360: E-Business Strategy, Architecture and Design

CREDIT HOURS	3 credit hours (Lectures: 3)		PREREQUISITE	IS1337

Instructor:
Contact information and office hours
Office No: To be announced (TBA)
Office Hours: TBA
E-mail: _____ @imamu.edu.sa

COURSE DESCRIPTION
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.

	COURSE LEARNING OUTCOMES (CLOs)	Aligned SOs
1	**Knowledge and Understanding**	
1.1	Describe different e-business models.	1(A)
1.2	Describe e-marketing and advertising strategies and its supporting technologies.	6(A)
1.3	Recognize electronic payment systems and different methods of implementing payments systems.	1(P)
1.4		
1.5		
2	**Skills :**	
2.1	Summarize e-business security threats and implement protection methods.	4(P)
2.2	Able to build, launch, evaluate and manage E-business system at intermediate leve	1(P)
2.3	Analyze e-business impacts on individuals, business and society.	4(P)
2.4		
2.5		
3	**Values:**	
3.1	Function effectively on teams to accomplish a common goal.	5(P)
3.2	Present a topic in a compelling manner.	3(P)
3.3		
3.4		
3.5		

TEACHING Strategies
Lectures Self-Learning

No	List of Topics	Contact Hours	Self-Learning
1	Introduction to e-Commerce	3	
2	**E-commerce Business Models and Concepts	3	
3	**E-Commerce Infrastructure: The Internet, Web, and Mobile Platform	3	
4	Building and E-commerce: Websites, Mobile Sites, and Apps	3	2
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	2

10	**B2B E-commerce: Supply Chain Management	3	2
11	Project Discussions	3	
12			
Total		**36**	**6**

TEXT BOOK
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

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

Course Assessment Methods			
No	**Assessment Method**	**Due Week**	**% of Total Assessment**
1	**Quiz**	4	10
2	**Assignment**	9	10
3	**Midterm**	7	20
4	**Project / Lab Exam**	11	20
5	**Final Exam**	13	40