Al Imam Mohammad ibn Saud Islamic University
College of Computer and Information Sciences

Information Systems Department

Course Syllabus
IS460 E-Business

Catalog 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.

Credit Hours: **3 Credit hours:**   3 Lectures per week   0 Labs. per week   0 Recitation per week
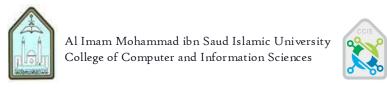
Prerequisites: IS 337

Course Learning Outcomes:

1. Describe different e-business models
2. Describe e-marketing and advertising strategies and its supporting technologies..
3. Describe electronic payment systems and different methods of implementing payments systems.
4. Summarize e-business security threats and implement protection methods.
5. Explain how an EC (electronic commerce) system is built, launched, evaluated and managed.
6. Analyze e-business impacts on individuals, business and society.
7. Function effectively on teams to accomplish a common goal.
8. Present a topic in a compelling manner.

Major Topics:

- Introduction to e-Commerce
- Concept of e-Business and e-Commerce
- Business Models, Supported Technologies (PHP, AJAX, MySQL, SMRTY and PDO) and Strategies
- Security Issues
- E-Marketplaces , Mechanisms
- Tools, and Impacts of e-Commerce
- Retailing in Electronic Commerce
- Marketing strategies and Advertising in E-Commerce
- E-Commerce Security and Fraud Protection
- Electronic Payment Systems, Building and Evaluating e-Business Applications and
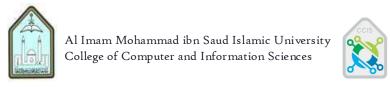
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Infrastructure.
- Project Discussions

Text Books:
- Kenneth C. Laudon and Carol G. Traver, E-Commerce 2016, Business Technology Society, twelfth Edition, Pearson, 2016 or recent edition (2018)
  Publisher: Pearson
  ISBN-13: 978-0133938951
  ISBN-10: 0133938956

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Grading:

- The grading scale for this course is:

  95 - 100 A+   Passing
  90 - 94   A   Passing
  85 - 89   B+   Passing
  80 - 84   B   Passing
  75 - 79   C+   Passing
  70 - 74   C   Passing
  65 - 69   D+   Passing
  60 - 64   D   Passing
  0 - 59   F   Failing

- Final grades will be determined based on the following components:
  . 60% Semester Work
  . 40% Final Exam

- Students may not do any additional work for extra credit nor resubmit any graded activity to raise a final grade.

- Late submissions will not be accepted for any graded activity for any reason.

- Students have one week to request the re-grading of any semester work.
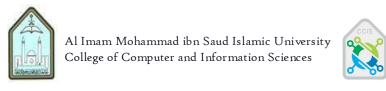
Attendance Policy:

Students should attend 80% of the overall course hours taught in the semester as per the University regulations.

If a student fails to achieve this portion, he/she shall not be allowed to appear in the final exam and shall be awarded "DN" grade and repeat the course.

Cheating and Plagiarism Policy:

The instructor will use several manual and automated means to detect cheating and/or plagiarism in any work submitted by students for this course.

When a student is suspected of cheating or plagiarism, the instructor raises the issue to the disciplinary committee.

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Communications: Registered students will be given access to a section of the Learning Management System (LMS) for this course. LMS will used as the primary mechanism to disseminate course information, including announcements, lecture slides, assignments, and grades.

Communication with the instructor on issues relating to the individual student should be conducted using CIS email, via telephone, or in person.