Information Systems Department

Course Syllabus

IS414 - E-Business Strategy, Architecture and Design

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: 4 Credit hours: 4 Lectures per week   0 Labs. per week   0 Recitation per week
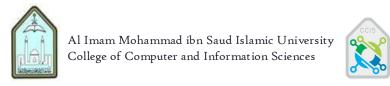
Prerequisites: IS371

Course Learning Outcomes:
1. Describe different e-business models.
2. Describe e-marketing and advertising strategies and its supporting technologies.
3. Recognize 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
- E-commerce Business Models and Concepts
- E-Commerce Infrastructure: The Internet, Web, and Mobile Platform
- Building and E-commerce: Websites, Mobile Sites, and Apps
- E-Commerce Security
- E-Commerce Payment Systems
- E-commerce Marketing and Advertising Concepts
- Social, Mobile, and Local Marketing
- Online Retail and Services
- B2B E-commerce: Supply Chain Management
- Project Discussions

Information Systems Department

Course Syllabus
IS414 - E-Business Strategy, Architecture and Design

Text Books:	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

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.

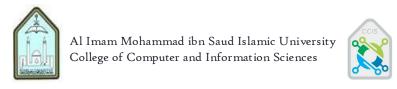◉ Students have one week to request the re-grading of any semester work.

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.

Course Syllabus

IS414 - E-Business Strategy, Architecture and Design

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

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.