Kingdom of Saudi Arabia

Ministry Of Higher Education

Majmaah University

Deanship of Quality assurance

and Human Development

Course Specification

Electronic Commerce

CIS 480 - Z

(Summary)

1431/1432

Course Specification

Institution : **Majmaah University**

College/Department : **College of Science in AL-Zulfi / Computer Science& Information**

A- Course Identification and General Information

1. Course title and code: Electronic Commerce **/ CIS 480-Z**

2. Credit hours: 3

4. Name of faculty member responsible for the course : **Loai BneMelhem**

5. Level/year at which this course is offered**: 8 level / 4 year**

6. Co-requisites for this course (if any) : **: CIS 357**

7. Location if not on main campus **: College of Science in AL-Zulfi**

B- Objectives

1. To demonstrate an awareness of the main components and concepts of e-commerce, and the vital role it plays in modern business practice.
2. To explore major opportunities, limitations, and risks of EC
3. To demonstrate an understanding of the concepts of ecommerce, and the ability to apply these concepts in application to selected examples and business cases.
4. To demonstrate an understanding of the concepts and applications of e-commerce, via a "hands on" experience assignments.

C- Course Description (Note: General description in the form to be used for the Bulletin or Handbook should be attached)

1. Topics to be Covered		
Topics	**No Of Week**	**Contact hours**
Overview of Electronic Commerce-1	1	3
Overview of Electronic Commerce-2	1	3
E-marketPlaces-1	1	3
E-marketPlaces-2	1	3
Retailing in E-commerce	1	3
Consumer Behavior, Market Research, and Advertisement	2	6
B2B E-commerce:	1	3
B2B Exchanges, E-Supply Chains	1	3
Innovative EC Systems	1	3
Mobile Computing and Commerce and Pervasive Computing	1	3
Electronic payment systems	1	3
Order Fulfillment, eCRM	1	3
Building E-commerce Application and Infrastructure	1	3

2. Course components (total contact hours per semester):				
Lecture: 42	Tutorial:	Laboratory:0	Practical/Field work/Internship	Other:

3. Additional private study/learning hours expected for students per week. (This should be an average: for the semester not a specific requirement in each week)

D- E-Learning Resources.

1. Required Text(s) : • **Electronic Commerce, Efraim Turban et al, Prentice Hall, 2008 edition**
2. Essential References : • **E.Turban and D.King, Introduction to Electronic Commerce, Prentice Hall 2005.**
3- Recommended Books and Reference Material (Journals, Reports, etc) (Attach List) • **E.Turban, D. King, R.Sharda, and J. Aronson, Business Intelligence, Prentice Hall 2006**
4-.Electronic Materials, Web Sites etc
5- Other learning material such as computer-based programs/CD, professional standards/regulations

E- Assessment

Assessment Policy		
Assessment Type	**Week**	**Weight**
First Exam	**6**	**15%**
Second Exam	**12**	**15%**
Quizzes Home works and Project		**10%**
Final Exam		**60%**
Total		**100%**