

E-Business 502173

Al alBayt University

Faculty of Finance and Business
Department of Business Administration

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Objectives of the course:

- This course is designed to explore both the technical and business-related implications of electronically mediated commerce.
- This course enables the student to trace the development of electronic business from its origins in electronic data interchange to its current growing importance.
- This course explores the potential of electronic business for future development and the development of the 'Information Society'
- This course explores the impact of the Information Superhighway on economic and social regeneration through the creation of new forms of organizational structure and working practices.
- This course introduces the student to the strategic, cultural, legal and ethical issues facing business organizations in their daily use of the Internet.

As such, after completing this course the student should be able to:

- Understand the concepts of e-business and e-commerce concepts
- Understand E-business Infrastructure and strategy
- Appreciate business models for Business to Business (B2B) and Business to Consumer (B2C) e-commerce.
- Evaluate e-business scenarios and propose appropriate e-business investment strategies
- Appreciate and understand topics related to e-business such as supply chain management, customer relationship management change management, E-procurement, and e-marketing.
- Understand sectoral and regional differences in e-business applications

Learning Goals

1. Each student will be able to define and describe ethical, legal, cultural and organizational issues of internet technologies.
2. The student should gain advanced knowledge in the subject of electronic business and commerce. Each student will be able to demonstrate an understanding the theory and applications of the subject matter
3. The student will gain skills in writing and presenting research papers in the area of electronic business in the different domains of the subject area.
4. Each student will be able to describe the functional areas and constituent ingredients of the electronic business as well as to relate the material learned to the unique environment of the university surroundings and the country, and be able to integrate this knowledge when assessing different situations.
5. Each student will be able to effectively communicate orally and in writing what he has learned in this area.
6. Each student will be able to describe the use of internet technologies and the role of information resources in enhancing performance and research in this area.

Text and other reading materials

Electronic Commerce: A managerial and social networks perspective, 7th Edition , Efraim Turban, Pearson

Other library texts and supplements

1. Electronic Commerce: A Manager's Guide, R. Kalkota & A. Whinston, 1996, Addison-Wesley.
2. The Digital Economy, D. Tapscott, McGraw-Hill, 1996.
3. Electronic Commerce: A Managerial Perspective, E. Turban, D. King, J. Lee, and D. Viehland, Prentice Hall, 2004.
4. Internet Commerce: Digital Models for Business, E. Lawrence, B. Corbitt, A. Tidwell, J. Fisher & J. Lawrence, 1998, John Wiley.

Grading:

The total grades of this course are assigned as follows

1. 1st exam: 20%
2. 2nd exam: 20%
3. Participation and Assignments: 10%
4. Final exam: 50%

Attendance

Students are expected to attend class. Students may not receive credit for a course if they do not attend 85% of the class meetings.

Topic	Chapter No.	Assignments
Overview of Electronic Commerce	Chapter 1	Selected Qs, Cases, & problems
1st Exam		
E-commerce: Mechanisms, Infrastructure, and Tools	Chapter 2	Selected Qs, Cases, & problems
2nd Exam		
Retailing in Electronic Commerce: Products and Services	Chapter 3	Selected Qs, Cases, & problems
Innovative EC Systems	Chapter 5	Selected Qs, Cases, & problems
Final Exam		