

Arab Academy

Course Content Description Details

COURSE SYLLABUS

Course Name	E-Business
Course No.	
Prerequisite	
Credit Hours	3
Lecture Duration	120 minutes
Instructors	<i>Dr. Ala Abu Samaha</i> (asamaha@ammanu.edu.jo) <i>Dr. Ezz Hattab</i> (ezz@ammanu.edu.jo)

COURSE DESCRIPTION

The explosion of Internet technologies is revolutionizing a new generation of businesses. The first wave of electronic business was fundamentally the exchange of information. But, with time, more and more types of businesses have become available electronically. Nowadays we can buy goods online, book vacations or have texts translated over the Internet in an instant. Home banking, for example, is one application that is already provided by most banks around the world. Looking up an account balance, transferring money and performing other transactions are done every day by millions of people> public administration has discovered the Internet as a means to talk to the general public at election times> And it will not be long before we see general elections decided on the Internet.

This course is designed to explore both the technical and business-related implications of electronically mediated commerce. With a basis in research, it traces the development of electronic commerce from its origins in electronic data interchange to its current growing importance. The potential of electronic commerce for future development is also explored. As well as to explore the development of the 'Information Society' and the impact of the Information Superhighway on economic and social regeneration through the creation of new forms of organizational structure and working, and to explore the strategic issues facing business organizations using the Internet.

The course involves five main parts:

- Introduction to Internet Business.
- Selecting the Technology.
- Paying via the Net.
- Marketing Strategies on the Web
- Security and Legal Issues

COURSE OBJECTIVES

On successfully completing the module, the student will be expected to be able to:

- Understand the concept of e-commerce
- Appreciate business models for B2B and B2C e-commerce
- Evaluate e-commerce scenarios and propose appropriate strategies
- Understand sectoral and regional differences in e-commerce application
- See how the use of broadband telecommunications can bring about economic and social regeneration .
- Determine how best an organization can make strategic use of the facilities provided by the Information Superhighway in order to achieve its goals .
- Understand some of the new forms of organizational structure and work that can be brought about through advanced telecommunications and GroupWare .

EVALUATION

- Examination 50%
- Continuous Assessment 50%

REFERENCES, TEXTBOOKS AND SUPPORTING MATERIALS

1. The Textbook: Electronic Commerce: A Managerial Perspective, Prentice Hall, 2004, E. Turban, D. King, J. Lee, and D. Viehland,

2. The following list of references is illustrative, and may change from time to time.

- **The e-business (r)evolution living and working in an interconnected world, Second Edition, Daniel Amor, Prentice Hall PTR, 2002**
- The Digital Economy, D. Tapscott, McGraw-Hill, 1996.
- Being Digital, N. Negroponte, Hodder & Stoughton, 1995.
- Digital Business, R. Hammond, Hodder & Stoughton, 1996.
- Business @ The Speed of Thought, B. Gates, Penguin, 2000.
- Electronic Commerce: A Manager's Guide, R. Kalkota & A. Whinston, 1996, Addison-Wesley.
- Internet Commerce: Digital Models for Business, E. Lawrence, B. Corbitt, A. Tidwell, J. Fisher & J. Lawrence, 1998, John Wiley.
- The Future of the Electronic Marketplace, Derek Leebaert , 2000, MIT Press.
- Principles of Internet Marketing, Ward Hanson, 2000, South-Western College Publishing.

3. Journals.

- Electronic Markets Journal
- International Journal of Electronic Commerce

4. Lecture notes

COURSE SCHEDULE

Week	Category	Chapter No.	Topics
Week 1	Overview of E-Business	Chapter 1	Overview of Electronic Commerce Part 1
Week 2	Overview of E-Business	Chapter 1	Overview of Electronic Commerce Part 2
Week 3	E-marketplace	Chapter 2	E-Marketplace: Structure, Mechanisms, economics, and Impacts.
Week 4	E-marketplace	Chapter 2	E-Marketplace: Structure, Mechanisms, economics, and Impacts.
Week 5	E-tailing	Chapter 3	Retailing in Electronic Commerce: Products and Services.
Week 6	E-tailing	Chapter 3	Retailing in Electronic Commerce: Products and Services.
Week 7	E-Business Support services	Chapter 13	Electronic Payment Systems
Week 8	Mid Exam	-	
Week 9	E- Marketing Strategies	Chapter 4	Consumer Behaviour, Online Market Research, and Customer Relationship Management
Week 10	E- Marketing Strategies	Chapter 5	Online Advertising
Week 11	E-Business Security	Chapter 12	E-Commerce Security
Week 12	E-Business Legal Issues	Chapter 17	Legal, Ethical, and Social Impacts of EC
Week 13	Building EC Applications and Infrastructure	Chapter 18	On-line Application Development
Week 14	Presentation	-	Presentations
Week 15	Final Exam	-	Final Exam