CPIS-380 Syllabus

Catalog Description

CPIS-380   Introduction to E-Business Systems
Credit: 3 (Theory: 3, Lab: 1, Practical: 1)
Prerequisite: CPIS-351 , CPIS-358
Classification: Department Required

The objective of this course is to study the marketing implications of the e-business systems. Topics include impact on information systems within a business, impact on business design and strategy, impact on the industries and markets, and business models for e-business.

Class Schedule

Lab/Tutorial 90 minutes 1 times/week

Meet 50 minutes 3 times/week or 80 minutes 2 times/week

Textbook

Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban, , "Electronic Commerce", Springer; 8 edition (2015-02-17)

ISBN-13 9783319100906   **ISBN-10** 3319100904

Grade Distribution

Week	Assessment	Grade %
6	Exam 1	15
8	Homework Assignments	10
14	Graded Lab Work	10
16	Group Project	35
16	Exam	30

Last Articulated

September 14, 2017

Relationship to Student Outcomes

a	b	c	d	e	f	g	h	i	j
	x	x						x	

Course Learning Outcomes (CLO)

By completion of the course the students should be able to

1. **Analyse the EC and e-marketplace models and structures (b)**
2. Define all types of e-commerce systems and describe their major business and revenue models (b)
3. Describe all the major mechanismsa nd tools that are used in EC (b)
4. **Analyse the EC applications (b)**
5. Describe all methods and models of selling products and services online (b)
6. Describe online business-to-business activities (b)
7. **Apply various EC support services for EC Storefront. (i)**
8. Apply marketing and advertising in the Web environment (i)
9. Apply the e-payment models (i)
10. Apply the data and e-payment security approaches (i)
11. **Prepare an EC business strategy and implementation (c)**
12. **Develop EC storefront (c)**
13. Describe EC Business Strategy (c)
14. Describe the launcing of e-strorefront (c)

Coordinator(s)

Dr. Salha Abdullah, Associate Professor

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Topics Coverage Durations

Topics	Weeks
Introduction to the course and EC	1
Electronic Commerce	1
E-Marketplace – Structure and mechanisms	1
Retailing Products and Cyber-Services	1
E-Commerce Strategy	1
Mid-Term Examination	1
Launching A Successful Online Business	1
Presentation 1	1
Customer Behavior, Internet Marketing and Advertising	1
Discussion	1
EC Payment Systems	1
EC Payment Security	1
B2B E-Commerce	1
Presentation 2	1
Seminar	1