

Business Administration and E-Commerce

Course Syllabus

1st Semester 2024-2025

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Multimedia Technology and Web
Development Department

Prerequisite
Introduction to Computer and Web

Course Outline

- Introduction to E-Commerce
- E-Commerce: Mechanism, Infrastructure, and Tools
- B2C and B2B Commerce
- C2C Commerce
- Mobile E-Commerce
- E-Commerce Payment System
- E-Commerce AI Applications

Teaching Methods

- Lectures
- Discussion
- Examination
- Assignments
- Quizzes

Evaluation Criteria

- LAB 0% (Assignments, Project)
- Quizzes 50%
- Midterm 0%
- Final Exam 50%

Notes

- The course contents and grading can be changed as necessary.
- Absents more than 25% will drop the course.

Course Description

Electronic commerce (e-commerce) is defined as any business or commercial transaction that includes the transfer of financial information over the Internet — from buying and selling goods to processing payments and data exchange across digital platforms. In recent years, global e-commerce sales have surged, with retail online transactions projected to exceed \$6.5 trillion by 2023, underscoring its critical role in the modern economy.

Course Outline

[Topic 01] Introduction to E-Commerce: Define e-commerce and its role in today's digital economy. Identify key types of e-commerce (B2B, B2C, C2C, etc.).

[Topic 02] E-Commerce: Mechanism, Infrastructure, and Tools: Describe the technical architecture behind online stores. Compare major e-commerce platforms and CMS tools.

[Topic 03] B2C and B2B Commerce: Differentiate between Business-to-Consumer and Business-to-Business models.

[Topic 04] C2C Commerce: Define Consumer-to-Consumer marketplaces. Understand platform-mediated trust and payment flows.

[Topic 05] Mobile E-Commerce: Explain the rise of m-commerce and its impact on UX. Implement responsive and mobile-first design principles.

[Topic 06] E-Commerce Payment System: Detail end-to-end payment flows in online transactions. Compare gateways, processors, merchant accounts, and wallets.

[Topic 07] E-Commerce AI Applications: Explore how AI enhances discovery, personalization, and logistics. Integrate chatbots, recommendation engines, and dynamic pricing.

Topics

Text Books

- **Text Book:**
Electronic Commerce: A Managerial and Social Networks Perspective, 9th Edition. 2018. Authors: Turban, E., King, D., Lee, J.K., Liang, T.-P., Turban, D. ISBN 978-3-319-10091-3.
- **Reference Books:**