Arab Academy for Science and Technology and Maritime Transport
Information Systems Curriculum
Course Syllabus

Course Code:	Course Title:	Classification:	Coordinator:	Credit Hours:
IS371	E-business Fundamentals	R	Dr. Saleh Mesbah **Lecturer:** Dr. Ahmed Sedky	3

Pre-requisites:	Co-requisites:	Schedule:		
IS171 (Introduction to information system)	None	Lecture: Tutorial-Lab:	2 hours 2 hours	

Office Hours: (Room 405)

Thursday 10:30 a.m. -12:30 p.m.

Course Description:

This course introduces and defines the concepts of e-Business and e-Commerce models, for both B2C and B2B businesses and introduces the basic business concepts required for understanding of e-Commerce firms including industry structure, value chain, customer Relationship Management (CRM), firm strategy, and social and ethical issues . The course covers the technology infrastructure for e-Business/e-Commerce, e-Payments systems, e-Commerce marketing communications, secure transactions, and online services and communities.

Textbook:

K. C. Laudon and C. G. Traver, *E-commerce: Business, Technology, and Society*, Prentice Hall.

References:
Dave Chaffey, *E-Business and E-Commerce Management: Strategy, Implementation and Practice,* .Prentice Hall

Course Objective/Course Learning Outcome:	Contribution to Program Student Outcomes:
1. Understand the difference between e-Business and e-Commerce.	(SO-3)Communicate effectively in a variety of professional contexts.
2. Understand the models of e-Commerce. .	
3. Identify and implement the steps of building e-Commerce web sites.	(SO-2) Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline
4. Recognize the e-Commerce infrastructure.	(SO-3)Communicate effectively in a variety of professional contexts.
5. Be familiar with the e-Payment systems.	(SO-5) Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.
6. Understand the e-Commerce Marketing concepts.	(SO-3)Communicate effectively in a variety of professional contexts.
7. Understand the requirements and methods of e-Commerce secure transactions.	(SO-3)Communicate effectively in a variety of professional contexts.

Course Outline:

Week 1. The Revolution Continues
Week 2. E-commerce Business Models and Concepts
Week 3. E-commerce Infrastructure: The Internet, Web, and Mobile Platform
Week 4. Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps
Week 5. E-commerce Security and Payment Systems
Week 6. E-commerce Marketing Concepts: Social, Mobile, and Local
Week 7. 7th Week Exam
Week 8. E-commerce Marketing Communications

Week 9. Ethical, Social, and Political Issues in E-commerce
Week 10. Online Retailing and Services
Week 11. Online Content and Media
Week 12. 12th Week Exam
Week 13. Social Networks, Auctions, and Portals
Week 14. B2B E-commerce: Supply Chain Management and Collaborative Commerce
Week 15. Revision
Week 16. Final Exam

Grade Distribution:

7th Week Assessment (30%):
Exam (25%) + Homework Assignments 5%

12th Week Assessment (20%):
Project (20%)

Year Work (10%):
Presentation and Discussion (5%) + Attendance (5%)

Final Exam (40%)

Policies:

Attendance:
AASTMT Education and Study Regulations (available at aast.edu)

Academic Honesty:
AASTMT Education and Study Regulations (available at aast.edu)

Late Submission:
Late submissions are graded out of 75% (1 week late), 50% (2 weeks late), 25% (3 weeks late), 0% (more than 3 weeks late)