Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:	
Course Code:	**512**
Course Title:	**E-Business**
Year/level	**4th**
Academic Programs	**Bachelor of Business administration (English)**
Contact hours/ week	**5hrs/w**

2- Course aims:

This course aims to provide students with the management of electronic business (E-business) and electronic commerce (E-commerce), emphasizing the new business environment characterized by increasing electronic transactions, as well as with customers. It explores various business models in the E-commerce landscape, presents case studies of electronic organizations, and discusses technology utilization. Key topics include e-markets, electronic retail, consumer behavior, and customer relationship management. The course also examines the status of E-commerce, highlighting the opportunities available and potential obstacles faced.

3- Intended learning outcomes of the course (ILOs):

a- Knowledge and understanding:

On successful completion of this course, the student should be able to:
al- Understand the fundamental concepts of e-business and e-commerce, types and benefits.
a2- Recognize the various e-commerce business models and their applications.
a3- Comprehend the role of technology in driving e-business and e-commerce initiatives.
a4- Learn knowledge about the e-commerce landscape, including opportunities and challenges, and Law and Regulations
a5- Understand the significance of customer relationship management in e-commerce.

b- Intellectual skills:

On completing this course, the student should be able to:
b1- Analyze the impact of e-business and e-commerce on traditional business models.
b2- Apply problem-solving techniques to address challenges in e-commerce implementation.
b3- Interpret information from various sources to develop innovative e-business solutions.

b4- Evaluate the effectiveness of different e-commerce strategies.
b5- Use the ethical implications of e-commerce practices.

c- Professional and practical skills:

At the end of this course, the student will be able to:
c1- Use practical skills in e-commerce website design and management.
c2- Utilize e-commerce tools and platforms to facilitate online transactions.
c3- Implement e-commerce marketing strategies to attract and retain customers.
c4- Classify e-commerce data to make informed business decisions.
c5- Manage e-commerce operations, including order processing and customer service.

d- General and transferable skills:

On successful completion of this course, the student should be able to:
d1- Handle effective communication skills to interact with diverse stakeholders.
d2- Demonstrate strong problem-solving and decision-making abilities in a dynamic digital environment.
d3- Adaptability to emerging technologies and industry trends.
d4- develop critical thinking skills to evaluate the potential of e-commerce initiatives.
d5- Use time management and organizational skills to balance multiple e-commerce projects.

4- **Course contents**

Topics/units	Number of hours		ILO's
	Lecture hours	**Practical hours**	
Introduction to E-business and E-commerce	3hrs	2hrs	a1,b1,c1
The E-business Environment	3hrs	2hrs	a4,b5
E-commerce Business Models	3hrs	2hrs	a2,b1,b4
E-marketplace and E-retail	3hrs	2hrs	B4,c2,d5
Benefits of E-commerce	3hrs	2hrs	a1
Types of E-Business	3hrs	2hrs	A1
Mobile Commerce (m-commerce)	3hrs	2hrs	c2,d3
E-commerce Law and Regulations	3hrs	2hrs	A4
E-Marketing Strategies	3hrs	2hrs	b4,c3
Consumer Behavior in E-Commerce	3hrs	2hrs	a5
Challenges and Threats in E-Business	3hrs	2hrs	a4,b2
E-commerce Platforms and Technologies	3hrs	2hrs	a3,b3,c2
E-Commerce Analytics	3hrs	2hrs	c4,d

5- Teaching and learning methods

Methods	ILO's																		
	a1	a2	a3	a4	a5	b1	b2	b3	b4	b5	c1	c2	c3	c4	c5	d1	d2	d3	d4
Lectures	√	√	√				√					√							√
Practical sections/Tutorials					√					√								√	
Self-learning						√					√		√						
Assays and reviews				√													√		
Discussion groups									√					√					
Problem-solving																			
E-learning																			
Blended learning																			

6- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage the team work for those students with other advanced ones to increase their participation and understanding

7- Student assessment

Assessment method	Week No.	Grade weight (%)	ILOs
Course Work (Tutorial Exercise and Assignments)		10	A1,a2,b2,b3
Quiz 1	1	10	A1,a2,b2,b3
Mid-term exam	1	20	B1,b2,b4,
Quiz 2	1	10	A4,b2
Final Written exam	2	50	A4,b2,a2,a3,b1,b4

8-List of references

8.1. Student notebooks:

Lecture

8.2. Essential textbooks:

Turban, E., King, D., Lee, J., & Viehland, D. (2023). Electronic commerce: A managerial perspective. Pearson.

8.3. Recommended textbooks:

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8.4. Journals, Periodical and Reports ……..etc.

Electronic Commerce Research and Applications Journal

8.5. Websites

https://www.sciencedirect.com/journal/electronic-commerce-research-and-applications
https://link.springer.com/journal/10257

Course Coordinator: Dr. Tamer Hamed

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