Course Specifications

Course Title:	Electronic Commerce
Course Code:	16011628
Program:	Business Administration
Department:	Business Administration
College:	College of Business Administration
Institution:	Albaha University

Table of Contents

A. Course Identification

1. Credit hours: 3	
2. Course type	
a. University ☐ College ☐ Department ☑ Others ☐	
b. Required ☑ Elective ☐	
3. Level/year at which this course is offered: Level 6 / Year 3	
4. Pre-requisites for this course (if any)**:** N/A	
5. Co-requisites for this course (if any)**:** N/A	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	43	95%
2	**Blended**	2	5%
3	**E-learning**	-	-
4	**Correspondence**	-	-
5	**Other**	-	-

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	**Lecture**	**36**
2	**Laboratory/Studio**	**-**
3	**Tutorial**	**9**
4	**Others** (specify)	**-**
	Total	**45**
Other Learning Hours*		
1	**Study**	45
2	**Assignments**	30
3	**Library**	30
4	**Projects/Research Essays/Theses**	-
5	**Others** (specify) *case study*	15
	Total	**120**

B. Course Objectives and Learning Outcomes

1. Course Description

E-commerce Applications combines technical and marketing skills in the buying, selling and delivery of goods or services. This course will explain what e-commerce is and what various forms it takes. This course focuses on the main principles of e-commerce. It is expected to have a clear understanding of EC infrastructure and various mechanisms. Also, this course discusses the major components of ecommerce such as m-commerce, s-commerce, etc.

2. Course Main Objective

To give the students a clear understanding of the foundations and components of Electronic Commerce from a social networks and managerial perspective.

3. Course Learning Outcomes

	CLOs	Aligned-PLOs
1	**Knowledge:**	
1.1	**State** the scope, drivers, and content of social and electronic commerce field.	**K.3**
1.2	**Recognize** the various social media methods and e-commerce solutions currently used in international markets.	**K.3**
2	**Skills:**	
2.1	**Apply** new practices in e-commerce applications	**S.1**
2.2	**Design** the web/ online marketing, advertising and selling	**S.1**
2.3	**Utilize** the performance, improvement and innovation in e-commerce in various business contexts.	**S.4**
2.4	**Relate** the effective use of information technology and its risks in e-commerce.	**S.4.**
3	**Competence:**	
3.1	**Demonstrate** the understanding of e-commerce in practical application.	**C.1**
3.2	**Develop** the appropriate e-commerce or social media strategies and its implementation for a business.	**C.3**

C. Course Content

No	List of Topics	Contact Hours
1	Overview of electronic commerce.	6
2	e-commerce: mechanisms, infrastructure, and tools.	9
3	Mobile commerce and ubiquitous computing.	6
4	Social commerce.	6
5	Social enterprise and other social commerce topics.	6
6	Marketing and advertising in e-commerce.	6
7	EC strategy, globalization, and SMEs.	6
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge**		
1.1	**State** the scope, drivers, and content of social and electronic commerce field.	• Lectures • Readings • Illustrative example	• Exams • Quizzes • Assignments'
1.2	**Recognize** the various social media methods and e-commerce solutions currently used in international markets.		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.0	**Skills**		
2.1	**Apply** new practices in e-commerce applications	• Lectures • Readings • Problem solving • Discussions.	• Exam • Assignments • Direct Questions
2.2	**Design** the web/ online marketing, advertising and selling		
2.3	**Utilize** the performance, improvement and innovation in e-commerce in various business contexts.		
2.4	**Relate** the effective use of information technology and its risks in e-commerce.		
3.0	**Competence**		
3.1	**Demonstrate** the understanding of e-commerce in practical application.	• Discussions. • Self-learning • Problem solving	• Direct Questions • Assignments
3.2	**Develop** the appropriate e-commerce or social media strategies and its implementation for a business.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assignment 1 case study No.1	4	10 %
2	Assignment 2 case study No.2	6	
3	Weekly discussion	1-12	
4	Quiz	6	10 %
5	Midterm	8	30 %
6	Final Exam	17	50 %

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Instructor will be available for student consultation and academic advice on weekdays during their office hours. Additional assistance by appointment only. (9 hours per week)

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Turban, E et al (2018) Electronic Commerce, 8th edition, Pearson.
Essential References Materials	E-Commerce 2009 (5th ed) Kenneth Laudon and Carol Guercio Traver Schneider, Gary (2006), Electronic Commerce, 7th Edition, Course Technology.

	Clint Eccher, Eric Hunley, and Erik Simmons (2004). Professional Web Design: Techniques and Templates, 2nd Edition, Charles River Media. Eric Hunley (2004). Building Web Sites with Macromedia Studio MX, Charles River Media.
Electronic Materials	http://sethgodin.typepad.com/ http://www.searchenginejournal.com/ http://www.google.com http://www.adrants.com/ http://www.bly.com/blog/ http://www.ducttapemarketing.com/weblog.php?id=C0_2_1
Other Learning Materials	N/A

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	• · Classrooms that accommodates 25 – 40 students • Computer labs for demonstrations
Technology Resources (AV, data show, Smart Board, software, etc.)	• Printers, scanners, etc. in computer labs • Tables and chairs in computer labs
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	• Printers, scanners, etc. in computer labs • Tables and chairs in computer labs

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
1. Course evaluation	Students	Survey questionnaire
2. Student experience evaluation	Students	Survey questionnaire
3. Instructors' Team evaluation	Team of instructors	Review meetings
4. External evaluation	Advisors / or experts	• Course Files Review • Samples of student's work are reviewed by internal faculty members.
5.Quality review	• **Program** Quality Committee • **CBA** Academic Accreditation Unit	Course Files Review

H. Specification Approval Data

Program Coordinator	Dr. Abdella Kormie Dinga
Program Chair	Dr. Saleh Abdullah Alghamdi

Council / Committee	Business Administration Department Board Meeting
Reference No.	2nd Board Meeting 1441-1442
Date	24/12/2020