اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	E-Commerce Applications
Course Code:	MIS10703
Program:	Management Information Systems
Department:	Management Information Systems
College:	Business Administration
Institution:	Albaha University

Table of Contents

A. Course Identification

1. Credit hours: 3	

2. Course type

a. University ☐ College ☐ Department **x** Others ☐

b. Required **x** Elective ☐

3. Level/year at which this course is offered: Level 7 / Year 4

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**	30	%67
2	**Blended**		
3	**E-learning**	15	%33
4	**Distance learning**		
5	**Other**		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	30
2	**Laboratory/Studio**	-
3	**Tutorial**	15
4	**Others** (specify)	-
	Total	45

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 and Understanding**	
1.1	Memorize the Concept of EC, including the various subtopics it includes such as e-marketplace, s-commerce, m-commerce etc.	K2
1.2	Memorize various classifications of types of EC and its subcategories such as types of Auctions, mechanisms	K3
2	**Skills :**	
2.1	Analyze problems in case studies.	S1
2.2	Differentiate various procedures and process within EC	S2
2.3	Evaluate the risks in EC and be able to anticipate and mitigate them.	S3
3.4	Demonstrate personal opinion in various real-life problems discussed in class.	V2
3	**Values:**	
3.1	Justify answers to class discussion questions.	V1

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 and Understanding**		
1.1	Memorize the Concept of EC, including the various subtopics it includes such as e-marketplace, S-commerce, M-commerce etc.	- Lectures - Discussions. - Problem solving	- Midterm - Quizzes - Assignments - Discussion evaluations.
1.2	Memorize various classifications of types of EC and its subcategories such as types of Auctions, mechanisms		
2.0	**Skills**		
2.1	Analyze problems in case studies.	- Lectures - Discussions. - Problem solving	- Midterm - Quizzes - Assignments - Discussion evaluations.
2.2	Differentiate various procedures and process within EC		
2.3	Evaluate the risks in EC and be able to anticipate and mitigate them.		
3.0	**Values**		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.1	Justify answers to class discussion questions.	- Discussions. - Problem solving	- Assignments - Discussion evaluations.
3.2	Demonstrate personal opinion in various real-life problems discussed in class.		

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.)	Classroom (to seat the minimum number of students of 30)
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart board – Personal computer (laptop) - Projector
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet is a necessity for research purposes. A computer lab with access to electronic libraries.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Obtaining Student Feedback on Effectiveness of Teaching.	Students	- Course Evaluation Surveys - Students-Faculty Meetings - Students Assessment of Faculty Members Survey
Extent of achievement of course learning outcomes	Faculty	- Course evaluation reports
Evaluation of Teaching	Faculty	- Discussions between staff members teaching the course - Internal review of the course at a departmental level - External reviewers
Processes for Verifying Standards of Student Achievement	Faculty	- Marking of assignments and exam submissions are revised by independent teaching staff from within the department and/or other departments within the college
planning arrangements for periodically reviewing course effectiveness and planning for improvement	Faculty	- A course report is developed and reviewed periodically at the end of the semester. The report includes exam results, assignments results and surveys feedback from students, which will reflect course and teaching effectiveness. - an internal review at the end of the semester, conducted by teaching staff will help generate ideas and plans for the development of the course, teaching strategies and learning outcomes. - This is further reinforced through ongoing review of developments in the field conducted. in addition to training and workshops provided to the course instructor.

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Minutes of the Council of Management Information Systems Department
Reference No.	2
Date	25.10.2021