



"الريادة والأبداع في الأعمال"
"Entrepreneurship and
Innovation in Business"

جامعة الزيتونة الأردنية
Al-Zaytoonah University of Jordan
كلية الأعمال
Faculty of Business



"عراقة وجودة"
"Tradition and Quality"

	Detailed Course Description - Course Plan Development and Updating Procedures/ Management Information System Department	QF05/0408-3.0E
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Faculty	Business	Department	Management Information System
Course number	0506231	Course title	Business applications in the Internet
Number of credit hours	3	Pre-requisite/co-requisite	--

The objectives are to describe what E-commerce is, how it is being conducted as well as to assess its major opportunities, limitations, issues, & risks. Because E-commerce is an interdisciplinary field, it should be of interest to managers & business professional in any functional area of management

	Course goals and learning outcomes
Goal 1	OVERVIEW OF ELECTRONIC COMMERCE
Learning outcomes	1.1 design and implement an E-commerce application 1.2 integrate the waterfall model in development of e-commerce application. 1.3 understand e-management, e-business, e-learning and e-government.
Goal 2	Introduce HTML using HTML editor
Learning outcomes	2.1 the student will understand the internet, intranet and extranet and www 2.2 the student will create personal and/or business websites 2.3 the student will understand all the HTML tags
Goal 3	Themes, concepts issues and skills of HTML
Learning outcomes	3.1 coding standards 3.2 using (links, lists, tables, images, forms and frames)
Textbook	Turban. (2012). <i>Electronic Commerce: A Management Perspective</i>, Prentice Hall.
Supplementary references	HTML

Course timeline				
Week	Number of hours	Course topics	Pages (textbook)	Notes
01	1	Overview of Electronic Commerce:	Chapter 1	
	1	Electronic Commerce Definitions and Concepts. -		
	1	The EC Framework Classifications and content -		
	1	E-commerce Business plans Cases and Models -		
02	1	Benefits and limitations of EC -		
	1	-		
	1	Launching a Successful Online Business and EC Project		
		Web site design -		



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03	1 1 1	HTML Basics Begin with the Basics - All about links -	Chapter 16	
04	1 1 1	HTML Basics - Text Formatting - Using Images, Color, and Background		
05	1 1 1	Tables in HTML		
06	1 1 1	Frames		
07	1 1 1	Forms		
08	1 1 1	Style Sheets		
09	1 1 1	Consumer Behavior, Market Research, and Advertisement - Web design - Advertising Methods - Web page creation to include advertising	Chapter 4	

Theoretical course evaluation methods and weight	Participation = 10% First exam 20% Second exam 20% Final exam 50%	Practical (clinical) course evaluation methods	Semester students' work = 50% (Reports, research, quizzes, etc.) Final exam = 50%
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Approved by head of department		Date of approval	
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Extra information (to be updated every semester by corresponding faculty member)

Name of teacher	Dr. Muna F. Alsammaraie	Office Number	
Phone number (extension)	127	Email	Mona.s@zug.edu.jo
Office hours			