



"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"

	<b>Detailed Course Description - Course Plan Development and Updating Procedures/ Management Information System Department</b>	<b>QF05/0408-3.0E</b>
--	--	-----------------------

Faculty	Business	Department	Management Information System
Course number	0506232	Course title	E-Commerce
Number of credit hours	3	Pre-requisite/co-requisite	Business applications in the Internet

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
<b>Goal 1</b>	This course is designed to explore both the technical and business-related implications of electronically mediated commerce.
Learning outcomes	1.1 Students should understand the benefits of the business transformation within the age of electronically based platforms. 1.2 understanding the practical implications of electronically mediated commerce.
<b>Goal 2</b>	This course enables the student to trace the development of electronic business from its origins in electronic data interchange to its current growing importance.
Learning outcomes	2.1 tracing back the history of electronic commerce since its first introduction within the era of EDI and fund transfer. 2.2 knowing the different models of modern electronic commerce applied within business.
<b>Goal 3</b>	This course explores the potential of electronic business for future development and the development of the 'Information Society'.
Learning outcomes	3.1 understanding how electronic commerce changed the way business run their Businesses. 3.2 introducing the concept of electronic communities or what is so called Information society focusing on the importance of information sharing.
<b>Goal 4</b>	This course explores the impact of the Information Superhighway on economic and social regeneration through the creation of new forms of organizational structure and working practices.
Learning outcomes	4.1 introducing the new models of organizational structure and understanding how This change best supports the modern electronic commerce platform. 4.2 listing the economic benefits and savings electronic commerce could do. 4.3 introducing the different electronic commerce models each reflecting the field of Industry in which the organization serves within.
<b>Goal 5</b>	This course analyzes consumer behavior, market research, and advertisement.
Learning outcomes	5.1 businesses should benefit from their e-commerce Web based platforms to conduct marketing research and development processes in order to increase their Level of agility and best serve the consumers and their needs. 5.2 learning how to run e-advertisements and reach larger sample of consumers Electronically to save effort, time, and money.



"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"

	<b>Detailed Course Description - Course Plan Development and Updating Procedures/ Management Information System Department</b>	<b>QF05/0408-3.0E</b>
--	--	-----------------------

<b>Goal 6</b>	This course explores E-supply chains, collaborative commerce, and corporate portals.
Learning outcomes	6.1 learning how enterprise systems (SCM) system works as an integral part of the e-commerce transaction process, and introducing how these external parties such as suppliers, partners, etc interact with businesses electronically through Web portals and e-gates.
<b>Goal 7</b>	This course explains innovative EC systems: From E-government and E-learning to consumer-to-consumer commerce.
Learning outcomes	7.1 learning the different e-commerce models: B2B, B2C, C2C, P2P, G2C, E2E, C2B. 7.2 learning the different e-commerce categories based on the technology being used.
<b>Goal 8</b>	This course defines analyze order fulfillment, eCRM, and other support services.
Learning outcomes	8.1 students will learn about the enterprise cross-functional systems, more specifically the CRM system as it mostly relates to the electronic commerce processes.
<b>Textbook</b>	1- Electronic Commerce 2012: Managerial and Social Perspectives, 7/E, E. Turban, D. King, 2012.Pearson. 2- E-Business and E-Commerce, 4/E , Dave Chaffey, 2009.Prentice Hall
<b>Supplementary references</b>	Case studies

Course timeline				
Week	Number of hours	Course topics	Pages (textbook)	Notes
01	1	Chapter 1: Overview of electronic commerce • Definition the e-business and e-commerce field • Electronic market • Inter organizational information system • Classification of the EC field		1,2
	1			
	1			
02	1	Chapter 1: Overview of electronic commerce • Benefit and limitation EC • A brief history and future of EC • The driving forces of EC (pressure and response) • Impact of EC managerial function		1,2
	1			
	1			
03	1	Chapter 2: E-Commerce: Mechanisms, Infrastructures, and Tools • Marketspace economic and impacts • Transformation-redefining organization • Electronic Catalogs		3
	1			
	1			



"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"

	<b>Detailed Course Description - Course Plan Development and Updating Procedures/ Management Information System Department</b>	<b>QF05/0408-3.0E</b>
--	--	-----------------------

04	1 1 1	Chapter 2: E-Commerce: Mechanisms, Infrastructures, and Tools • E-Auctions • Mobile commerce		3
05	1 1 1	Chapter 3: Retailing In Electronic Commerce: Products and Services • Describe electronic retailing (e-tailing) and its characteristics. • Classify the primary e-tailing business models. • Describe how online travel and tourism services operate and their impact on the industry.		3,4
06	1 1 1	Chapter 3: Retailing In Electronic Commerce: Products and Services • Describe the delivery of digital products and online entertainment. • Discuss various online consumer aids, including comparison-shopping aids. • Describe disintermediation and other B2C strategic issues.		3,4
07	1 1 1	Chapter 4: <b>Consumer Behavior, Market Research, and Advertisement</b> - Web design - Advertising Methods - Web page creation to include advertising		5
08	1 1 1	Chapter 5: Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce • Describe various e-government initiatives. • Describe e-government activities and implementation issues including e-government 2.0 and m-government. • Describe e-learning, virtual universities, and e-training.		6
09	1 1 1	Chapter 5: Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce • Describe collaborative e-commerce. • Describe collaboration 2.0.		7
10	1 1 1	Chapter 9"Ref.2": eCRM • Outline different methods of acquiring customers via electronic media • Evaluate different buyer behavior amongst online customers	482-494 495-528	8



"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"

	<b>Detailed Course Description - Course Plan Development and Updating Procedures/ Management Information System Department</b>	<b>QF05/0408-3.0E</b>
--	--	-----------------------

11	1 1 1	Chapter 9"Ref.2": eCRM • Describe techniques for retaining customers and cross- and up-selling using new media.	533-552	8
12	1 1 1	• Activities		1,2
13	1 1 1	• Case study • Debate		1,2

<b>Theoretical course evaluation methods and weight</b>	Participation = 10% First exam 20% Second exam 20% Final exam 50%	<b>Practical (clinical) course evaluation methods</b>	Semester students' work = 50% (Reports, research, quizzes, etc.) Final exam = 50%
---	--	---	---

<b>Approved by head of department</b>		<b>Date of approval</b>	
---	--	-------------------------	--

Extra information (to be updated every semester by corresponding faculty member)

<b>Name of teacher</b>		Office Number	
Phone number (extension)		Email	<a href="mailto:_____@zug.edu.jo">_____@zug.edu.jo</a>
Office hours			