

" حيث تصبح الرؤية واقعاً "
"When Vision Becomes
Reality"

" عراقة وجودة "
Tradition and Quality

Detailed Course Description - Course Plan Development and Updating Procedures/ Department of Software Engineering	QF01/0408-3.0E
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Faculty	Science and IT	Department	Software engineering
Course number	0114488	Course title	E-Business development
Number of credit hours	3	Pre-requisite/co-requisite	0114222

This course provides an overview of e-business from both technological and managerial perspectives. It introduces e-commerce frameworks, and technological foundations; and examines basic concepts such as strategic formulation for e-commerce enterprises, management of their capital structures and public policy. This course is designed to familiarize students with current and emerging electronic commerce technologies using the Internet. Topics include Internet technology for business advantage, managing electronic commerce funds transfer, reinventing the future of business through electronic commerce, business opportunities in electronic commerce, electronic commerce Web site design, social, and political. It is particularly important that the student place a great deal of emphasis in understanding the ASP.NET for developing EC systems.

Course goals and learning outcomes	
Goal 1	Acquaint students with a fundamental understanding of E-business and E-commerce.
Learning outcomes	1.1 Demonstrate advanced knowledge of technical and business issues related to E-Business and E-Commerce 1.2 Explain the components and roles of the Electronic Commerce environment
Goal 2	Provide understanding of website architecture
Learning outcomes	2.1 Describe the key features of web server architecture 2.2 Explain the client/server infrastructure that supports electronic business.
Goal 3	Improve the communication skills with other people
Learning outcomes	3.1 Work as part of a team in developing a real world business software solution
Goal 4	Provide guiding principles behind the design and implement E-business software
Learning outcomes	4.1 Explain basic electronic commerce functions. 4.2 Write programs in VB.NET and Jscript.NET, within the ASP.NET framework
Textbook	1- Laudon, Kenneth C., and Carol Guercio Traver. E-commerce. Pearson, 2017. 2- Anne Boehm and Mary Delamater "Murach's ASP.NET 4.6 Web Programming with C# 2015" (6th Edition) ISBN 978-1-890774-95-0 (2016)
Supplementary references	3- E-Business and E-Commerce Management: Strategy, Implementation and Practice, ISBN-10: 0273752014 • ISBN-13: 9780273752011, 2011 4- Internet Marketing: Strategy, Implementation and Practice, 4/E Dave Chaffey ,Fiona Ellis-Chadwick, ISBN-10: 0273717405 • ISBN-13: 9780273717409, 2009. 5- E-commerce 2013 (9th Edition) by Kenneth Laudon and Carol Guercio Traver 6- E-Business and E-Commerce Management: Strategy, Implementation and Practice (5th Edition) by Dave Chaffey (Oct 24, 2011)

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Course timeline				
Week	Number of hours	Course topics	Pages (textbook)	Notes
01-02	6	Topic 1: Introduction to E-Business Technologies <ul style="list-style-type: none"> • Technical Overview of E-Business • Essential elements of B2C ECommerce Websites • Retailing in E-Commerce <ul style="list-style-type: none"> o E-Commerce Models o Internet Marketing 	Laudon 'eCommerce' Chapter 1 & 2	Ref 1
03-05	9	Topic 2: Enabling Technologies for ECommerce Applications <ul style="list-style-type: none"> • Electronic Payment Systems <ul style="list-style-type: none"> o Credit Card Transactions o B2B Transactions o Online Banking • Computer and Network Security <ul style="list-style-type: none"> o Cryptography o Digital Signatures o Security Protocols • Legal, Ethical and Social Issues <ul style="list-style-type: none"> o Privacy, IP o Disabilities • Internet Taxation 	Laudon 'eCommerce' Chapter 5, 7 & 8	Ref 1
06	3	EXERSICES - Project discussion Review of previous chapters First Exam (20 %)		
07	3	Topic 3: Web Servers <ul style="list-style-type: none"> • System Architecture • Client- and Server-Side Scripting 	Laudon 'eCommerce' Chapter 3	Ref 1
08	3	<ul style="list-style-type: none"> • Accessing Web Servers • Creating Web Servers <ul style="list-style-type: none"> o Internet Information Services (IIS) o Apache 	Laudon 'eCommerce' Chapter 4	Ref 1
09-11	09	Topic 4: Active Server Pages.NET <ul style="list-style-type: none"> • NET Framework • Programming ASP.NET with Jscript <ul style="list-style-type: none"> o Object Oriented aspects of JScript.NET • Web Forms in JScript.NET • Cookies 	chapter 3,4,5, and 8	Ref 2

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12	3	Review of previous chapters Second Exam (20 %)		
13-14	6	Topic 5: ASP.NET Connectivity • ASP.NET and Datafiles • ASP.NET and Databases o Database Connectivity o ASP.NET and SQL • ASP.NET and Web Services • ASP.NET and XML	Chapter 18 and 20	Ref 2
15	3	Final Project discussion (10%)		
16	3	Review of previous chapters Final Exam (50 %)		

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		Office Number	
Phone number (extension)		Email	_____@zug.edu.jo
Office hours			