|  |  |
| --- | --- |
| **Course Title:** | **E-Business Technology** |
| **Course Code:** | **CPIT436** |
| **Program:** | **Bachelor of Science in Information Technology** |
| **Department:** | **Information Technology** |
| **College:** | **Faculty of Computing and Information Technology** |
| **Institution:** | **Northern Border University, Rafha** |

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# A. Course Identification

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Credit hours: | | | | 3 | | | | | | | | | | | | |
| 2. Course type | | | | | | | | | | | | | | | | |
| **a.** | University | |  | | College | | |  | Department | | | | X | Others |  |  |
| **b.** | | Required | | | |  | Elective | | | X |  | | | | | |
| 3. Level/year at which this course is offered: | | | | | | | | | | | | - / - | | | | |
| 4. Pre-requisites for this course (if any): CPIT330- IT Issues and Management | | | | | | | | | | | | | | | | |
| 5. Co-requisites for this course (if any): | | | | | | | | | | | | | | | | |
| Nil | | | | | | | | | | | | | | | | |

## 6. Mode of Instruction (mark all that apply)

| **No** | **Mode of Instruction** | **Contact Hours** | **Percentage** |
| --- | --- | --- | --- |
| **1** | **Traditional classroom** | 45 | 100% |
| **2** | **Blended** |  |  |
| **3** | **E-learning** |  |  |
| **4** | **Distance learning** |  |  |
| **5** | **Other** |  |  |

## 7. Contact Hours (based on academic semester)

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

# B. Course Objectives and Learning Outcomes

|  |
| --- |
| 1. Course Description This course aims to equip students with the basic concepts and skills required to develop e-business applications. It emphasizes on converting organizations from the traditional ways of  carrying out business to electronic ones. It discusses the basic differences between the two  methods and how to convert from the traditional method to the modern ones using the e-business developed models. |
|  |
| 2. Course Main Objective |
| The objective of this course is to study the marketing implications of the e-business systems. |

## 3. Course Learning Outcomes

| **CLOs** | | **Aligned****PLOs** |
| --- | --- | --- |
| 1 | **Knowledge and Understanding:** |  |
| 1.1 | Define e-business and the role it plays in current business. | K2 |
| **2** | **Skills:** |  |
| 2.1 | Analyze E-business problems and identify appropriate methods/models and strategies to resolve these problems. | S1 |
| 2.2 | Analyze all types of e-commerce systems, their major e-business and revenue models. | S1 |
| 2.3 | Communicate effectively with different E-business projects stakeholders. | S4 |
| **3** | **Values:** |  |
| 3.1 | Explain the legal and ethical aspects of e-commerce. | V1 |
| 3.2 | Work in teams to achieve an E-business project. | V2 |

# C. Course Content

|  |  |  |
| --- | --- | --- |
| **No** | **List of Topics** | **Contact Hours** |
| 1 | Overview of Electronic Commerce | 8 |
| 2 | E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce | 6 |
| 3 | Retailing in Electronic Commerce: Products and Services | 6 |
| 4 | Electronic Commerce Systems | 8 |
| 5 | Innovative Systems | 5 |
| 6 | The Web 2.0 Environment and Social Networks | 4 |
| 7 | EC Strategy and Implementation | 4 |
| 8 | Regulatory, Ethical, and Social Environments | 2 |
| 9 | E-Commerce Security and Fraud Protection | 2 |
| **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 | Define e-business and the role it plays in current business. | KWLH (Know, Want, Learned, How) technique Class / Group discussion Observation | Writing Oral |
| **2.0** | **Skills** | | |
| 2.1 | Analyze E-business problems and identify appropriate methods/models and strategies to resolve these problems. | Problem-solving Model-based learning Project-based learning | Writing Oral  Performance Observation |
| 2.2 | Analyze all types of e-commerce systems, their major e-business and revenue models. |
| 2.3 | Communicate effectively with different E-business projects stakeholders. |
| **3.0** | **Values** | | |
| 3.1 | Explain the legal and ethical aspects of e-commerce. | Collaborative learning Self-learning Brain storming | Performance Observation |
| 3.2 | Work in teams to achieve an E-business project. |

## 2. Assessment Tasks for Students

| **#** | **Assessment task\*** | **Week Due** | **Percentage of Total Assessment Score** |
| --- | --- | --- | --- |
| **1** | Quiz-1 | 2 | 2.5 |
| **2** | Quiz-2 | 4 | 2.5 |
| **3** | Homework-1 | 8 | 7.5 |
| **4** | Homework-2 | 10 | 7.5 |
| **5** | Project report and presentation | 12 | 15 |
| **6** | Midterm Exam | 6 | 20 |
| **7** | Participation | 1-11 | 5 |
| **8** | Final Exam | 13 | 40 |

**\*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:** |
| Every instructor has an announced office hours schedule. All students are encouraged to visit  the concerned teacher according to the schedule. Students can also use Email address or  Blackboard System to seek help or book an appointment. |

# F. Learning Resources and Facilities

## 1.Learning Resources

|  |  |
| --- | --- |
| **Required Textbooks** | Turban, E., Outland, J., King, D., Lee, J. K., Liang, T. P., & Turban, D. C. (2018). Electronic commerce 2018: a managerial and social networks perspective (9th edition). Springer. |
| **Essential References Materials** | Dave Chaffey, “E-Business and E-Commerce Management Strategy, Implementation and Practice”, Fifth Edition, 2011. |
| **Electronic Materials** | 1. Blackboard System: https://lms.nbu.edu.sa/  2. Northern Border University Electronic Library: <https://www.nbu.edu.sa/AR/Deanships/Library_Issues>  3. Saudi Digital Library (SDL): https://portal.sdl.edu.sa/english/ |
| **Other Learning Materials** | Nil |

## 2. Facilities Required

| **Item** | **Resources** |
| --- | --- |
| **Accommodation**  (Classrooms, laboratories, demonstration rooms/labs, etc.) | * Classroom · * Laboratory |
| **Technology Resources**  (AV, data show, Smart Board, software, etc.) | * Data Show (Projectors) in Classroom. |
| **Other Resources**  (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list) | Nil |

# G. Course Quality Evaluation

| **Evaluation**  **Areas/Issues** | **Evaluators** | **Evaluation Methods** |
| --- | --- | --- |
| Effectiveness of teaching and  assessment. | Students | Indirect |
| Quality of learning resources | Students | Indirect |
| Extent of achievement of  course learning outcomes | Faculty | Direct |

**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** | Information Technology Department Council |
| **Reference No.** | 10 |
| **Date** | 27/02/2022 |