



T-104
2022

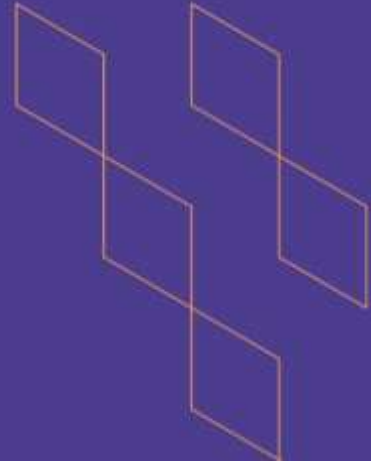
Course Specification





T-104
2022

Course Specification



Course Title: E-Commerce
Course Code: 2246 CIS
Program: Information Systems
Department: NA
College: Applied College
Institution: King Khalid University
Version: 1
Last Revision Date: 12 August 2023



Table of Contents:

Content	Page
A. General Information about the course	3
	4
1. Teaching mode (mark all that apply) 2. Contact Hours (based on the academic semester)	
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	5
C. Course Content	6
D. Student Assessment Activities	7
E. Learning Resources and Facilities	8
1. References and Learning Resources	8
2. Required Facilities and Equipment	8
F. Assessment of Course Quality	8
G. Specification Approval Data	8



A. General information about the course:

Course Identification

1. Credit hours: 2

2. Course type

a. University College Department Track Others

b. Required Elective

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

4. Course general Description

E-Commerce Course provides you with an in-depth introduction to the field of e-commerce. It focuses on key concepts, and the latest empirical and financial data, that will help the learner understand and take advantage of the evolving world of opportunity offered by e-commerce. Case studies reflect e-commerce firms. Most recent data are available and focus on companies that the learners are likely to encounter on a daily basis in their everyday life, such as Facebook, Google, Twitter, Amazon, YouTube, Pinterest, eBay, Uber, WhatsApp, Snapchat, and many more, as well as some exciting startups that may be new to the learner. It has up-to-date coverage of the key topics in e-commerce today, from privacy and piracy to government surveillance, cyberwar, fintech, social-local- mobile marketing, Internet sales taxes, intellectual property, and more.

5. Pre-requirements for this course (if any):

None

6. Co- requirements for this course (if any):

None

7. Course Main Objective(s)

To relate business and technology, students need to really understand E-Commerce, and its relationships among E-Commerce business concerns, internet technology and the social and legal context of e-commerce. The e-commerce concepts in this course will make the learner valuable to potential employers. The e-commerce job market is expanding rapidly. Many employers expect new employees to understand the basics of e-commerce, online marketing, and how to develop an e-commerce presence. Every industry today is touched in at least some way by e-commerce. The information and knowledge will be valuable throughout the learner's career. After completion of this course, the learner will be able to participate in, and even lead, management discussions about e-commerce firm.



1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	48	100%
2.	E-learning	-	-
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 	-	-
4.	Distance learning	-	-

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	16
2.	Laboratory/Studio	32
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	48



B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Define business model, business plan and the E -Commerce security challenges and payment systems.	K1	Lectures Group Discussion Lab Demonstration	Exams Lab Report Quiz
1.2	Outline the key technology concepts behind the internet and the role of internet in effective E-commerce.	K2	Lectures Group Discussion Lab Demonstration	Exams Lab Report Quiz
...				
2.0	Skills			
2.1	Evaluate the impact of social network features, technologies, and methods of online marketing communications in E-Commerce.	S1 S4	Lecture Online Lecture Group Discussion Lab Project Case Studies	Exams Homework Group Report/Discussion Forum
2.2	Interpret the E-Commerce security environment, most common security threats and their solutions in the E-Commerce environment.	S1 S4	Lecture Online Lecture Group Discussion Lab Project Case Studies	Exams Homework Group Report/Discussion Forum
2.3	Appraise the role of private industrial networks in transforming the supply chain.	S4	Lecture Group Discussion	Presentation, Group Report, Discussion Forum, Exam
2.4	Demonstrate working of world wide web and mobile presence.	S2	Lab Group Work, Group Discussion Online Lectures	Presentation, Group Report, Discussion Forum, Exam
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate the ability of being a team player and delivering within deadlines	v3	Presentations, Lab, Groupwork	Exams, Assignments and presentation



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.2				
...				

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to E-Commerce	3
2.	E-Commerce Business Strategies	
3.	Ecommerce Infrastructure The Internet and Web: Features and Services Mobile Apps: The Next Big Thing is Here	1
4.	E-Commerce Presence: Choosing Hardware Choosing Software Developing Mobile Website and mobile Applications	1
5.	E-Commerce Security and Payment Systems: Security Environment, Threats, Solutions Policies, Procedures, Public Law Payment Systems Electronic Billing presentment and payment	2
6.	E-Commerce Marketing and Advertising Strategies and Tools Internet Marketing Technology	2
7.	Social, Mobile, and Local and Location based Marketing	1
8.	Ethics Law and E-Commerce Understanding Ethical, Social, and Political issues Privacy and Information Rights Intellectual Property Rights Governance Public safety and Welfare	2
9.	Online Retail Services, Content and Media, and Communities Introduction to Online Retail Service, Content and Media, and Communities E-Tailing Business Models, Online Publishing and Entertainment Industry Online Auctions and Portals	2
10.	B2B E-commerce Overview of B2B E-Commerce Trends in Supply Chain Management and Collaborative Commerce Net Market Places and Private Industrial Networks	2
Total		16
LAB Topics		
1	What Is Web Application How Static Web Pages Work How Dynamic Web Pages Work?	3



2	Understanding-Commerce Applications Why Do Businesses Need E-Commerce Applications Creating E-Commerce Website Guidelines	3
3	Designing the Database Creating a New Website and Database Creating Tables Creating the Relationships	6
4	Adding Testing Data Make Database Connection to Your Application	
5	Building Pages Master page	4
6	Create Default Page	1
7	Creating Featured Product List	3
8	Categories Dropdown List Products List Coding the Default Page	4
9	Product Page	3
10	Category maintenance	3
11	Product maintenance	2
Total		32
Overall		48

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quiz 1	4	5
2.	Midterm Exam 1	7	10
3.	Practical Assessment	1 to 16	30
4.	Midterm Exam 2	12	10
5.	Quiz 2	14	5
6.	Final Exam	After week 16	40

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)





E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	E-commerce 2021- 2022: Business, technology, Society., Global Edition, (17th Edition) Kenneth Laudon, Carol Guercio Traver Publisher: Pearson ISBN 10: 1-292-40931-2 ISBN 13: 978-1-292-40931-3 eBook ISBN 13: 978-1-292-40932-0
Supportive References	
Electronic Materials	
Other Learning Materials	Course website at Blackboard on http://lms.kku.edu.sa

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Lecture Room and Computer LAB with at least 25 PCs
Technology equipment (projector, smart board, software)	Data Show for Both Theory and Lab Session, PHP / Expression Web / Microsoft Visual Studio latest version / Any other recent advanced tools for website development
Other equipment (depending on the nature of the specialty)	Computers with internet connectivity

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of student's assessment	Faculty	Direct
Quality of learning resources	Student	Indirect
The extent to which CLOs have been achieved	Faculty	Direct
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL
/COMMITTEE





REFERENCE NO.

DATE

