



Philadelphia University
Faculty of Information Technology
Department of Computer Science
Second Semester, 2008/2009

Course Syllabus

Course Title: E-Commerce Applications	Course code: 712361
Course Level: 3	Course prerequisite(s) and/or corequisite(s): 712272
Lecture Time: 11:10 – 12:00	Credit hours: 3

Academic Staff Specifics

Name	Rank	Office Number and Location	Office Hours	E-mail Address
Dr. Nadia Y. Yousif	Associate Professor	IT-332	13:00-14:00 (Sun, Tue, Thu) 15-16 (Mon, Wed)	nyaaqob@philadelphia.edu.jo

Course Description:

This course focuses on electronic commerce applications, technologies, and tools which are used to conduct business on the World Wide Web. It reviews foundations of e-commerce, its infrastructure, current business models in business-to-customers (B2C) and business-to-business (B2B) transactions, security and quality assurance, web site design strategies, payment systems, and various issues--Internet marketing, legal, regulatory, technological, social, and ethical--which relate to electronic business, systems development issues, electronic data interchange, web-based marketing, e-supply chains, e-procurement, e-marketplace, customer relationship management, and web-enabling mobile. A major part of the course will be devoted to hands-on practices covering client-side (front-end) and server-side (back-end) applications in web-based business information systems. Essentials of contemporary programming tools for e-commerce development such as HTML, XML, ASP (VB/JavaScript) ... will be explored. E-Business case studies are used to demonstrate the advantages and the challenges related to integrating e-commerce applications.

Course Objectives:

The advent of e-commerce has posed many new issues in the development of business information systems, including Accounting Information Systems. In order to develop effectively and efficiently information systems for contemporary business, the IS specialists should understand new contexts, practices, and appropriate IT - specifically web-based technologies. The purpose of this course is to

introduce e-commerce, its impacts on business processes, and key issues in the development of web-based business information systems and applications.

Course Components

Textbooks:

- 1- **Turban**, Rainer, and Potter, Introduction to E-Commerce, second edition, 2003
- 2- H. M. Deitel, P. J. Deitel and T. R. Nieto, E-Business and E-Commerce: How to Program, Prentice hall, 2001

In addition to the above, the students will be provided with handouts by the lecturer.

Teaching Methods:

Duration: 16 weeks, 48 hours in total
Lectures: 30 hours, 2 per week
Tutorials: 8 hours, (1 hour per 2 weeks)
Laboratories: 8 hours, (1 hour per 2 weeks)
Report Presentation: 2 hours
Homework: 3 assignments and one research report

Learning Outcomes:

- **Knowledge and understanding**
 - Understand the process of setting up an interactive web site, displaying product catalogue, deploying shopping carts, handling credit card transaction. (A, B, C, D)
 - Identify e-business models.
 - Describe issues of concern in the design and development of an e-commerce.
 - Discuss the techniques and technologies used to process online payments.
 - Understand the process of maintaining security on the E-commerce site. (C)
 - Have knowledge in XML technology related to Business-to-Business E-commerce. (A)
 - Discuss the issues facing businesses that are considering worldwide marketing of their products and services.
 - Discuss how the "digital divide" is impacting on our society and impact of the Internet on education.
- **Cognitive skills (thinking and analysis).**
 - Be able to evaluate the information needs and requirements of a business entity wishing to adhere to e-commerce paradigm (B)
 - Be able to participate in the development of an appropriate business information system to support the organizational needs. (B, C)
 - Be able to differentiate between business-to-business marketing and business-to-consumer marketing
 - Be able to build an online store. (B, D)
 - Be able to enhance customer relationship management.
 - Be aware of security issues and of technologies designed to ensure secure transactions
- **Communication skills (personal and academic).**
 - Be able to work as a team
 - Be able to write reports and make presentation
- **Practical and subject specific skills (Transferable Skills).**
 - Be able to work with an online store and modify it as necessary

Assessment Instruments

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	15%
Second examination	15%
Final Exam (written unseen exam)	45 %
Final Research Report (defended)	5%
Reports, Assignments, Quizzes, Home works, Projects	20%
Total	100%

** Make-up exams will be offered for valid reasons only with consent of the Dean. Make-up exams may be different from regular exams in content and format.*

Practical Submissions

The assignments that have work to be assessed will be given to the students in separate documents including the due date and appropriate reading material.

Documentation and Academic Honesty

Submit your home work covered with a sheet containing your name, number, course title and number, and type and number of the home work (e.g. tutorial, assignment, and project).

Any completed homework must be handed in to my office (room IT 332) by 15:00 on the due date. After the deadline “zero” will be awarded. You must keep a duplicate copy of your work because it may be needed while the original is being marked.

You should hand in with your assignments:

- 1- A printed listing of your test programs (if any).
- 2- A brief report to explain your findings.
- 3- Your solution of questions.

For the research report, you are required to write a report similar to a research paper. It should include:

- **Abstract:** It describes the main synopsis of your paper.
- **Introduction:** It provides background information necessary to understand the research and getting readers interested in your subject. The introduction is where you put your problem in context and is likely where the bulk of your sources will appear.
- **Methods (Algorithms and Implementation):** Describe your methods here. Summarize the algorithms generally, highlight features relevant to your project, and refer readers to your references for further details.
- **Results and Discussion (Benchmarking and Analysis):** This section is the most important part of your paper. It is here that you demonstrate the work you have accomplished on this project and explain its significance. The quality of your analysis will impact your final grade more than any other component on the paper. You should therefore plan to spend the bulk of your project time not just gathering data, but determining what it ultimately means and deciding how best to showcase these findings.
- **Conclusion:** The conclusion should give your reader the points to “take home” from your paper. It should state clearly what your results demonstrate about the problem you were tackling in the paper. It should also generalize your findings, putting them into a useful context that can be built upon. All generalizations should be supported by your data, however; the discussion should prove these points, so that when the reader gets to the conclusion, the statements are logical and seem self-evident.
- **Bibliography:** Refer to any reference that you used in your assignment. Citations in the body of the paper should refer to a bibliography at the end of the paper.

• Protection by Copyright

1. Coursework, laboratory exercises, reports, and essays submitted for assessment must be your own work, unless in the case of group projects a joint effort is expected and is indicated as such.

2. Use of quotations or data from the work of others is entirely acceptable, and is often very valuable provided that the source of the quotation or data is given. Failure to provide a source or put quotation marks around material that is taken from elsewhere gives the appearance that the comments are ostensibly your own. When quoting word-for-word from the work of another person quotation marks or indenting (setting the quotation in from the margin) must be used and the source of the quoted material must be acknowledged.
3. Sources of quotations used should be listed in full in a bibliography at the end of your piece of work.

• **Avoiding Plagiarism.**

1. Unacknowledged direct copying from the work of another person, or the close paraphrasing of somebody else's work, is called plagiarism and is a serious offence, equated with cheating in examinations. This applies to copying both from other students' work and from published sources such as books, reports or journal articles.
2. Paraphrasing, when the original statement is still identifiable and has no acknowledgement, is plagiarism. A close paraphrase of another person's work must have an acknowledgement to the source. It is not acceptable for you to put together unacknowledged passages from the same or from different sources linking these together with a few words or sentences of your own and changing a few words from the original text: this is regarded as over-dependence on other sources, which is a form of plagiarism.
3. Direct quotations from an earlier piece of your own work, if not attributed, suggest that your work is original, when in fact it is not. The direct copying of one's own writings qualifies as plagiarism if the fact that the work has been or is to be presented elsewhere is not acknowledged.
4. Plagiarism is a serious offence and will always result in imposition of a penalty. In deciding upon the penalty the Department will take into account factors such as the year of study, the extent and proportion of the work that has been plagiarized, and the apparent intent of the student. The penalties that can be imposed range from a minimum of a zero mark for the work (without allowing resubmission) through caution to disciplinary measures (such as suspension or expulsion).

Course/Module Academic Calendar

Week	Basic and support material to be covered	Homework/reports and their due dates
(1) (15/2/2009)	Course overview; Introduction to e-commerce	
(2) (22/2/2009)	E-commerce Business Models and Concepts, Tutorial 1	
(3) (1/3/2009)	E-Commerce Infrastructure: The Internet and World Wide Web, Web design, JavaScript	Assignment 1 Due Date: 15/3/2008
(4) (8/3/2009)	Internet Information Server (IIS); Personal Web Server (PWS) , Tutorial 2	
(5) (15/3/2009)	Introduction to Active Server Pages (ASP), Building an E-Commerce Web Site	
(6) (22/3/2009)	E-Commerce Payment Systems, Tutorial 3	Assignment 2 Due Date: 5/4/2009
(7) (29/3/2009) First Exam	E-Commerce Marketing Techniques First Exam (26/3/2009)	
(8) (5/4/2009)	Building product catalogue, Tutorial 4	
(9) (12/4/2009)	search product catalogue, Web Spider and search agent	Assignment 3 Due Date: 26/4/2009
(10) (19/4/2009)	Ethical, Social and Political Issues in E-Commerce, Tutorial 5	
(11) (26/4/2009) Second Exam	Internet Communication; Transaction Systems Second Exam (23/4/2009)	Research Report Due Date: 24/5/2009
(12) (3/5/2009)	Shopping Carts, XML, Tutorial 6	
(13) (10/5/2009)	E-Commerce Applications: Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Business-to-Business(B2B)	
(14) (17/5/2009)	Digital Government, Marketplaces, and Communities, Tutorial 7	
(15) (24/5/2009)	Security and Encryption, Web Security, Tutorial 8	
(16) (31/5/2009) Final Examination	Presentation of the research report	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module References

Students will be expected to give the same attention to these references as given to the Module textbook(s)

1. Darrel Ince, *Developing Distributed and E-Commerce Applications*, Addison Wesley, 2002
2. Walther & Levine, Sams, *E-Commerce Programming with ASP*, Walther & Levine, Sams, 2000
3. *E-Business and E-Commerce Management: Strategy, Implementation and Practice*, 3rd Ed., Prentice Hall, 2007
4. Russell Jones, *Mastering Active Server Pages 3*, Sybex inc., 2000
5. J. E. Rayport and B. J. Jaworski, *Case in E-Commerce*, McGraw Hill, 2002
6. Turban, Efraim; King, David; Lee, Jae; and Viehland, Dennis. *Electronic Commerce 2006: A Managerial Perspective*. Upper Saddle River, NJ: 2006.

The Companion Website for the previous edition of this text is accessible at:

<http://myphlip.pearsoncmg.com/cw/mpbookhome.cfm?vbookid=593>

Web Sites:

Suggested Supplemental Readings and Web Links:

Rappa, Michael. *Managing the Digital Enterprise*. URL: <http://digitalenterprise.org/>