Course Title: Electronic Commerce	Course code: 731240
Course Level: 3	Course prerequisite (s) and/or co-requisite (s):731213
Lecture Time: 9:45 – 11:15	Credit hours: 3

Academic Staff Specifics				
Name	Rank	Office Number and Location	Office Hours	E-mail Address
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Course module description:

The explosion of Internet technologies is revolutionizing a new generation of commercial businesses. The first wave of electronic business was fundamentally the exchange of information. But, with time, more and more types of businesses have become available electronically. Nowadays we can buy goods online, book vacations or have texts translated over the Internet in an instant. Home banking, for example, is one application that is already provided by most banks around the world. Looking up an account balance, transferring money and performing other transactions are done every day by millions of people. Public administration has discovered the Internet as a means to talk to the general public at election times. And it will not be long before we see general elections decided on the Internet.

This course is designed to explore both the technical and business-related implications of electronically mediated commerce. With a basis in research, it traces the development of electronic commerce from its origins in electronic data interchange to its current growing importance. The potential of electronic commerce for future development is also explored. As well as to explore the development of the 'Information Society' and the impact of the Information Superhighway on economic and social regeneration through the creation of new forms of organizational structure and working, and to explore the strategic issues facing business organizations using the Internet.

Course module objectives:

On successfully completing the module, the student will be expected to be able to:

- Understand the concepts, definitions, framework, benefits and limitations of e-commerce.
- Evaluate different applications of e-commerce such as e-tailing, e-government, e-learning, e-banking, e-auctions.
- Determine the e-commerce security issues for securing communications and networks.
- Understand the process of launching and building of e-commerce applications and sites.
- Evaluate the major security issues associated with e-commerce along with the legal, ethical, and societal impacts of e-commerce.

Course/ module components

- Textbook:

E. Turban, D. King, Electronic Commerce: Managerial and Social Networks Perspectives, 2012

- Support material (s)

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

Teaching methods:

Duration: 16 weeks, 52 hours in total
Lectures: 48 hours, 3 per week + three exams (Four hours)

Learning outcomes

A- Knowledge and understanding

A1. Explain standard design processes in the launching and building of e-commerce applications and sites

A2. Describe the major security issues associated with e-commerce along with the legal, and ethical impacts of e-commerce

A3. Define the effect of the social Web on e-commerce

A4. Outline the potential benefits, impacts, facilities and strategic uses of e-commerce

A5. Understand a set of e-commerce applications, systems and business models

B- Intellectual Skills

B1. Interpret the use of different types of e-commerce models

B2. Compare the different e-commerce mechanisms

C- Practical skills.

C1. Analyze some real case studies

C2. Summarize models for B2B, B2C, C2B and C2C e-commerce

C3. Criticize the alternative perspectives and the different scenarios of e-commerce

D- Transferable Skills.

D1. Work in a group to search for one of the important topics of the e-commerce

D2. Write a report about the selected topic from skill D1

D3. Present the documented topic performed in skill D2 to the class

D4. Discuss with the class the delivered information and knowledge

Learning outcomes achievement
- Development:
  - A1, A2, A3, A4, A5, B1, B2, C1, C3, D1, D3, and D4 are developed through the lectures, tutorials, and practical works.
  - C2 and D2 are developed through Homework.
- Assessment:
  - A1, A2, A3, A4, A5, B1, B2, C1, C3, D1, D3, and D4 are assessed through quizzes, written exams, and practical works exams
  - C2 and D2 are assessed through project

Assessment instruments
- Short reports and/or presentations, and/or short research projects
- 3 Quizzes.
- Practical works
- Final examination: 50 marks

Allocation of Marks	
Assessment Instruments	**Marks**
First examination	**20**
Second examination	**20**
Final examination	**40**
Quizzes & Home works	**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
- **Documentation style (with illustrative examples)**

  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 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)	Overview of Electronic Commerce	
(2)	Overview of Electronic Commerce	
(3)	E-Commerce: Mechanisms, Infrastructure, and Tools	
(4)	E-Commerce: Mechanisms, Infrastructure, and Tools	
(5)	Retailing in Electronic Commerce: Products and Services	
(6)	Retailing in Electronic Commerce: Products and Services **First Exam**	
(7)	Mobile Commerce and Ubiquitous Computing	
(8)	Social Commerce	
(9)	E-Commerce Security and Fraud Protection	
(10)	Electronic Commerce Payment Systems	
(11)	Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce	
(12)	Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce **Second Exam**	
(13)	Implementing EC Systems: From Justification to Successful Performance	
(14)	Implementing EC Systems: From Justification to Successful Performance	
(15)	Launching a Successful Online Business and EC Projects	
(16)	General Revision & **Final Exam**	

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
Books
Students will be expected to give the same attention to these references as given to the module textbooks.
1. Electronic Commerce: A Managerial Perspective, E. Turban, D. King, J. Lee, and D. Viehland., Prentice Hall, 2006.
2. Electronic Commerce: A Managerial Perspective, E. Turban, D. King, J. Lee, and D. Viehland., Prentice Hall, 2008.
3. E-Commerce: Fundamentals and Applications, H. Chan, R. Lee, T. Dillon, E. Chang., Wiely & Sons, 2004.

4. R. Kalkota & A. Whinston; Electronic Commerce: A Manager's Guide; Addison-Wesley; 1996.
5. E. Lawrence, B. Corbitt, A. Tidwell, J. Fisher & J. Lawrence; Internet Commerce: Digital Models for Business; John Wiley; 1999.

Journals
1. International Journal of Electronic Commerce
2. Electronic Markets Journal

Websites
1. http://orfe.princeton.edu/courses/orf401/