Faculty of Computing and Information Technology



Spring 2018



CPIS-380 Syllabus

Catalog Description

CPIS-380 Introduction to E-Business Systems Credit: 3 (Theory: 3, Lab: 1, Practical: 1) Prerequisite: CPIS-351, CPIS-358 Classification: Department Required

The objective of this course is to study the marketing implications of the e-business systems. Topics include impact on information systems within a business, impact on business design and strategy, impact on the industries and markets, and business models for e-business.

Class Schedule

Lab/Tutorial 90 minutes 1 times/week

Meet 50 minutes 3 times/week or 80 minutes 2 times/week

Textbook

Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban, , "Electronic Commerce", Springer; 8 edition (2015-02-17)

ISBN-13 9783319100906 **ISBN-10** 3319100904

Grade Distribution

Week	Assessment	Grade %		
6	Exam 1	15		
8	Homework Assignments	10		
14	Graded Lab Work	10		
16	Group Project	35		
16	Exam	30		

Last Articulated

September 14, 2017

Relationship to Student Outcomes

a	b	c	d	e	f	g	h	i	j
	х	х						x	

Course Learning Outcomes (CLO)

By completion of the course the students should be able to

- 1. Analyse the EC and e-marketplace models and structures (b)
- 2. Define all types of e-commerce systems and describe their major business and revenue models (b)
- 3. Describe all the major mechanismsa nd tools that are used in EC (b)
- 4. Analyse the EC applications (b)
- 5. Describe all methods and models of selling products and services online (b)
- 6. Describe online business-to-business activities (b)
- 7. Apply various EC support services for EC Storefront. (i)
- 8. Apply marketing and advertising in the Web environment (i)
- 9. Apply the e-payment models (i)
- 10. Apply the data and e-payment security approaches (i)
- 11. Prepare an EC business strategy and implementation (c)
- 12. Develop EC storefront (c)
- 13. Describe EC Business Strategy (c)
- 14. Describe the launcing of e-strorefront (c)

Coordinator(s)

Dr. Salha Abdullah, Associate Professor

Faculty of Computing and Information Technology



Department of Information Systems

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Topics Coverage Durations

Topics	Weeks			
Introduction to the course and EC				
Electronic Commerce				
E-Marketplace – Structure and mechanisms	1			
Retailing Products and Cyber-Services				
E-Commerce Strategy	1			
Mid-Term Examination	1			
Launching A Successful Online Business	1			
Presentation 1	1			
Customer Behavior, Internet Marketing and	1			
Advertising				
Discussion	1			
EC Payment Systems	1			
EC Payment Security	1			
B2B E-Commerce	1			
Presentation 2	1			
Seminar	1			