



University: *Fayoum University*
Faculty: *Computers and Information*
Department: *Information Systems*

Course Specification

1- Basic Information								
Code: INF 487	Course Title: Electronic Commerce	Year/Level: Fourth year – First term						
Programme: B.Sc degree in Information Systems	Number of units:	<table border="1"> <tr> <td>Lecture:</td> <td>3 hrs/ week</td> </tr> <tr> <td>Tutorial:</td> <td>1 hrs/ week</td> </tr> <tr> <td>Practical:</td> <td>2 hrs/ week</td> </tr> </table>	Lecture:	3 hrs/ week	Tutorial:	1 hrs/ week	Practical:	2 hrs/ week
Lecture:	3 hrs/ week							
Tutorial:	1 hrs/ week							
Practical:	2 hrs/ week							

2- Aims of Course:	<ol style="list-style-type: none"> 1. The main objective of the course is to explain to students the role of information technology as a business enabler. 2. Identify and explain to students the meaning and importance of electronic commerce in which transactions take place over networks such as buying and selling services and goods via the internet. 3. Allow the student to study and evaluate different e-commerce models and applications. 4. Allow the student to study and evaluate the organizational fit and suitability of business applications and interpret the interaction between information technology, customers, processes, data, infrastructure, participants, and environment in an organization.
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3- Intended Learning Outcomes	
A- Knowledge and Understanding:	<p>A1. Identify quality criteria that enable future development of computer-based systems.</p> <ol style="list-style-type: none"> a1) Understand the basic concepts of e-commerce and e-marketplaces a2) Understand the importance of e-commerce and its applications <p>A6. Explain essential concepts, principles, and theories related to computer-application development such as: databases, information systems development.</p> <ol style="list-style-type: none"> a3) Understand the different e-commerce models and applications a4) Understand the ethical and social issues in e-commerce <p>A12. Selects advanced topics to provide a deeper understanding of some aspects of the subject such as Unified Process, object-oriented analysis and design, e-commerce technologies, and Decision support systems</p> <ol style="list-style-type: none"> a5) Describe the role of information technology and different methodologies used in the design,

	<p>implementation and management of e-commerce applications.</p> <p>A13. Define the mapping of real-world problems to algorithmic solutions</p> <p>a6) Design new solution for ecommerce application</p>
B- Intellectual Skills:	<p>B1. Analyze real problems, and appropriate problem solving methods that satisfy commercial or industrial constraints and analyze results</p> <p>b1) Discuss different concepts of e-commerce and the relation between information and business.</p> <p>B3. Generate a range of innovative design patterns and solutions to solve a computer science problem containing a range of commercial and industrial constraints.</p> <p>b2) Describe the different development methods used to build business information systems.</p> <p>b3) Identify problems facing different organizations in various fields when they convert some or all of their work to e-commerce and put solutions to these problems.</p> <p>B5. Discuss factors other than computational efficiency that influence the choice of algorithms, such as programming time, maintainability, and the use of application-specific patterns in the input data .</p> <p>b4) Discuss e-payments methods</p> <p>B8. Identify criteria to measure and interpret the appropriateness of a computer system for its current deployment and future evolution.</p> <p>b5) Determine ROI for ecommerce applications</p> <p>B10. Generate innovative designs to solve a problem containing a range of commercial and industrial constraints.</p> <p>b6) Measuring Impact of e-commerce on business processes, improving marketing and sales and transforming of organizations</p> <p>B11. Evaluate a range of innovative design patterns and solutions to solve a computer science problem containing a range of commercial and industrial constraints.</p> <p>b7) Discuss E-government as a e-commerce application</p>
C- Professional and Practical Skills:	<p>C1. Analyze and improve organizational processes from an ICT perspective.</p> <p>c1) Use current studies to address business needs for information systems</p> <p>C2. Negotiate effectively with clients, other stakeholders and peers.</p> <p>c2) Analyze given information to decide the correct e-commerce application to be used.</p> <p>C3. Investigate the professional, economic, social, environmental, moral and ethical issues involved in the sustainable exploitation of computer technology and be</p>

	<p>guided by the adoption of appropriate professional, ethical and legal practices.</p> <p>c3) Searching the web for e-commerce ethics and rules</p> <p>C12.Design, implement, maintain, and manage software systems. Assess the implications, risks or safety aspects involved in the operation of computing equipment within a specific context .</p> <p>c4) Designing e-commerce application as a pilot system</p>
<p>D- General and transferable Skills</p>	<p>D3. Work as a member of a development team, recognizing the different roles within a team and different ways of organizing teams .</p> <p>d1Applying teamwork project</p> <p>D6. Demonstrate skills in team work, team management, time management and organizational skills.</p> <p>d2 Introducing the project for other students</p>

<p>4-Course Content:</p>	<ol style="list-style-type: none"> 1. Overview of electronic commerce includes objectives, fundamentals, components and its relation to e-business. 2. E-commerce models and applications, strategies and implementations. 3. E-marketplaces, structures, types, mechanisms and impacts. E-Commerce opportunities. Service quality and cost effectiveness. 4. Internet service Providers, Intranets, marketing. Basics of marketing a site on the Net 5. Extranet and e-commerce applications 6. Electronic purchasing and shopping models using search engines, electronic catalog, shopping carts and information portals. 7. Customer relationship management, Suppliers management and security considerations. 8. Impact of e-commerce on business processes, improving marketing and sales and transforming of organizations 9. Consumer behavior, market research and different types of advertising via the web 10. Security from the information technology perspective including protocols, and transactions 11. Web-copyright issuers, ethic markets, Growth of business to business commerce
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<p>5- Teaching and Learning Methods:</p>	<ol style="list-style-type: none"> 1. Lectures 2. Tutorials 3. Computer-lab Sessions 4. Practical lab work 5. Class discussions 6. Internet searches 7. Independent Work 8. Group projects 9. Problem-based Learning
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6- Teaching and Learning Methods for handicapped students :

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7- Student Assessment

A- Assessment Methods:	<ol style="list-style-type: none"> 1. Assignments and Quizzes 2. Midterm written exam 3. Oral exam 4. Practical exam 5. Final written exam
B- Assessment schedule:	Midterm Examination: Week 7 Practical Examination: Week 13 Oral Examination: Week 14 Final Examination: Week 15
C- Weighting of assessments:	Assignments and Quizzes: 0% Mid-Term Examination: 10% Oral Examination: 10% Practical Examination: 15% Final-term Examination: 65%

8- Books and References

A- Notes:	Handed out will be given to the students part by part
B- Essential Books (Text Books):	<ul style="list-style-type: none"> ▪ King, Mckay, Marshall and Lee, "Electronic Commerce", Pearson publisher.
C- Recommended Books:	<ul style="list-style-type: none"> ▪ Kenneth Laudon, et al , "E-Commerce". ▪ Janice Reynolds, "The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business ".
D- Periodicals, Web sites, ... etc	-

Course Professor: Dr. Haytham Al-feel Department Head: Dr. Amira Edress

Course Content Intended Learning Outcomes Matrix**Course Title:** Electronic Commence**Course Code:** INF 487

Course Content	Week	Knowledge & Understanding					Intellectual Skills				Professional & Practical Skills							General & Transferable Skills			
		a1	a2	a3	a4	a5	b1	b2	b3	b4	c1	c2	c3	c4	c5	c6	c7	d1	d2	d3	d4
1. Overview of electronic commerce includes objectives, fundamentals, components and its relation to e-business.	1	x					x					x						x	x	x	x
2. E-commerce models and applications, strategies and implementations.	2		x	x		x		x				x		x		x		x	x	x	x
3. E-marketplaces, structures, types, mechanisms and impacts. E-Commerce opportunities. Service quality and cost effectiveness.	3	x				x			x	x	x	x			x			x	x	x	x
4. Internet service Providers, Intranets, marketing. Basics of marketing a site on the Net	4	x				x		x					x					x	x	x	x
5. Extranet and e-commerce applications	5		x	x		x		x						x		x	x	x	x	x	x
6. Electronic purchasing and shopping models using search engines, electronic catalog, shopping carts and information portals.	6			x		x				x	x		x					x	x	x	x
7. Customer relationship management, Suppliers management and security considerations.	7	x						x										x	x	x	x
8. Impact of e-commerce on business processes, improving marketing and sales and transforming of organizations	8		x				x			x	x		x				x	x	x	x	x
9. Consumer behavior, market research and different types of advertising via the web	9	x								x	x		x		x			x	x	x	x
10. Security from the information technology perspective including protocols, and transactions	10					x			x					x	x	x	x	x	x	x	x
11. Web-copyright issuers, ethic markets, Growth of business to business commerce	11				x				x						x		x	x	x	x	x

Course coordinator: Dr.Haytham Al-feel

Head of Department: Dr. Amira Edress