**Course Specifications**

**Kingdom of Saudi Arabia**

**The National Commission for Academic Accreditation & Assessment**

**Computing Department, Community College Dammam
University of Dammam**

**Course Specifications
(CS)**

IT140

# E-Business Technology

## Course Specifications

| | |
|---|---|
| **Institution : Dammam University** | **Date of Report** |
| **College/Department : Dammam Community College / Information Technology** | |

## A. Course Identification and General Information

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|---|
| 1. Course title and code: E-Business Technology (IT140) |
| 2. Credit hours: 3 (2 Theoretical + 2 Practical) |
| 3. Program(s) in which the course is offered.<br>(If general elective available in many programs indicate this rather than list programs) |
| 4. Name of faculty member responsible for the course |
| 5. Level/year at which this course is offered : 1st Level / Year 1 |
| 6. Pre-requisites for this course (if any)<br>                                None |
| 7. Co-requisites for this course (if any) |
| 8. Location if not on main campus |

| 9. Mode of Instruction (mark all that apply) | | | | |
|---|---|---|---|---|
| a. Traditional classroom | √ | What percentage? | 70% |
| b. Blended (traditional and online) | | What percentage? | |
| c. e-learning | √ | What percentage? | 30% |
| d. Correspondence | | What percentage? | |
| f. Other | | What percentage? | |

Comments:

## B. Objectives

| |
|---|
| 1. What is the main purpose for this course?<br><br>By the end of this course, the student should be able to:<br><br>1. Know the basics of e-commerce infrastructure.<br>2. Identify electronic commercial techniques.<br>3. Understand the influence of e-commerce on the business environment.<br>4. Know the modern technology trends affecting electronic commerce such as the internet and Telecommunications.<br>5. Know how to implement projects for electronic commerce applications, including technical And commercial components. |
| 2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field) |

## C. Course Description (Note: General description in the form to be used for the Bulletin or handbook should be attached)

This course introduces the e-business technology and the use of computer techniques in Updating business processes which are designed to improve performance and reduce costs.

1. Topics to be Covered

| List of Topics | No. of Weeks | Contact Hours |
|---|---|---|
| 1. Introduction to e-business technology. | 1 | 2 T + 2 P |
| 2. The concept of e-commerce systems - challenges and possibilities. | 2 | 4 T + 4 P |
| 3. Mastering construction and building business systems. | 1 | 2 T + 2 P |
| 4. The use of information networks to activate the various levels of e-commerce. | 1 | 2 T + 2 P |
| 5. Basic concepts of marketing through networks and models for advertising and sales Operations and procurement. | 2 | 4 T + 4 P |
| 6. Technical concept of e-customer. | 2 | 4 T + 4 P |
| 7. Information security and e-commerce. | 2 | 4 T + 4 P |
| 8. Work ethics and management of commercial relations and confidential communications. | 2 | 4 T + 4 P |
| 9. Models of electronic commerce: business to business, customer to business and customer To customer. | 2 | 4 T + 4 P |

2. Course components (total contact hours and credits per semester):

|  | Lecture | Tutorial | Laboratory | Practical | Other: | Total |
|---|---|---|---|---|---|---|
| Contact Hours | 30 |  |  | 30 |  | 60 |
| Credit | 30 |  |  | 15 |  | 45 |

3. Additional private study/learning hours expected for students per week.

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4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

|  | NQF Learning Domains And Course Learning Outcomes | Course Teaching Strategies | Course Assessment Methods |
|---|---|---|---|
| **1.0** | **Knowledge** | | |
| 1.1 | Demonstrate an understanding of the relationship of various e-commerce systems and Basic concepts of marketing. | Lectures, Class discussions, Demonstrations | Short quizzes. Student's participation. Homework. Exams. |
| 1.2 | Familiarize with the Information security and its interaction with the e-commerce. | | |
| **2.0** | **Cognitive Skills** | | |
| 2.1 | use of information networks to activate the various levels of e-commerce. | Lectures, Class discussions, Demonstrations | - Short answer questions: Brief answers that can measure analysis, problem-solving and evaluative skills. |
| 2.2 | Summarize the management of commercial relations and confidential communications. | | - Case and open problems: An intensive analysis of a specific example. - Exams. |
| **3.0** | **Interpersonal Skills & Responsibility** | | |
| 3.1 | Analyse and evaluate user requirements for any e-commerce system. | Lectures, Class discussions, Demonstrations | Group discussion and oral Presentation. Quizzes and exams |
| 3.2 | Compare and contrast Models and levels of electronic commerce. | | |
| **4.0** | **Communication, Information Technology, Numerical** | | |
| 4.1 | Communicate and present information effectively. | Lectures, Class discussions | - Research short essay Presentation - Problems |
| 4.2 | Demonstrate ability to work in-group laboratory activities. | | |
| **5.0** | **Psychomotor** | | |
| 5.1 | N/A | N/A | N/A |

5. Course Learning Outcomes Mapping Matrix

Identify on the table below the Course Outcomes and Relationship to PLOs

| Course   Learning Outcomes | Program Learning Outcomes |
|---|---|
| **1. Knowledge** | |
| **1.1** | **1.1** |
| **1.2** | **1.2** |
| **2. Cognitive skills** | |
| **2.1** | **2.3** |
| **2.2** | **2.1 , 2.2** |
| **3. Interpersonal Skills and responsibility** | |
| **3.1** | **3.1, 3.2** |
| **3.2** | **3.3** |
| **4. Communication IT and Numeral Skills** | |
| **4.1** | **4.2, 4.3** |
| **4.2** | **4.1** |
| **5. Psychomotor Skills** | |
| **5.1** | **N/A** |

| | 6. Schedule of Assessment Tasks for Students During the Semester | | |
|---|---|---|---|
| | **Assessment task (e.g. essay, test, group project, examination, speech, oral presentation, etc.)** | **Week Due** | **Proportion of Total Assessment** |
| 1 | First Quiz/assignments | 3 | %5 |
| 2 | First Mid-term | 6 | %10 |
| 3 | Second Quiz/ assignments | 10 | %5 |
| 4 | Second Mid-term | 11 | %10 |
| 5 | Lab | 13 | %20 |
| 6 | Attendance/Participation | All weeks | %10 |
| 7 | Final | 17 | %40 |

## D. Student Academic Counseling and Support

1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

- Each group of students is assigned to a member of staff who will be available for help and academic guidance office hours at specific 2 hours on daily basis.

## E. Learning Resources

1. List Required Textbooks
   1. W. Ford and M Baum, "Secure Electronic Commerce: Building the Infrastructurefor Digital Signature and Encryption", Prentice Hall, 2001, ISBN: 0130272760.
   2. K. Laudon, C. Traver, "E-Commerce: Business, Technology, Society", 3rd Ed., Prentice Hall, 2006, ISBN 013173516.

| 2. List Essential References Materials (Journals, Reports, etc.) |
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|     1.  Weatland & Clark's, "Global Electronic Commerce: Theory & Case studies", MIT Press, Last Ed , ISBN 0262232057. <br>     2.  G. Schneider, "Electronic Commerce: The Second Wave", 5th Ed., Course Technology, Last Ed , 0619213310. |

| 3. List Recommended Textbooks and Reference Material (Journals, Reports, etc) |
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| |

| 4. List Electronic Materials (eg. Web Sites, Social Media, Blackboard, etc.) |
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| • Use Blackboard and Social Media. |

| 5. Other learning material such as computer-based programs/CD, professional standards or regulations and software. |
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| • CDs accompanied with the text book, power point lectures and essential references. |

## F. Facilities Required

| Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access etc.) |
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| 1.  Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) <br><br> Classrooms: <br> • Furnished with a large central table or multiple small tables that can be grouped into one central table. <br> • Designed for up to 25 students. <br> • Size the room allowing 1sq meter per seat. <br> Laboratories: <br> • 25 PC's, one for each student. |
| 2. Computing resources (AV, data show, Smart Board, software, etc.) <br><br> • Smart Board, projector, internet, and whiteboard**.** |
| 3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list) <br><br> • None. |

## G.  Course Evaluation and Improvement Processes

| 1 Strategies for Obtaining Student Feedback on Effectiveness of Teaching |
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| • Student questionnaires to be assessed by independent body. <br> • Assessment of course teaching strategies by independent body. |

| 2.  Other Strategies for Evaluation of Teaching by the Program/Department Instructor |
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| • Student questionnaires to be assessed by department. |

3. Processes for Improvement of Teaching

- Revision of course contents, course specifications, and strategies every 5 years.

4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent  member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)

- Check marking by an independent member of staff of a sample of student work.
- Periodic exchange and remarking of a sample of assignments with a member of staff in another institution.

 5 Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.

- Reviewing student's feedback.
- Update text books.
- Consulting other top universities course specifications and contents.