

<b>Department:</b> Business Administration		<b>Program:</b> MBA	
<b>Course Name</b>	E-Business	<b>Course Code</b>	MIS 626
<b>Pre-requisite</b>	Not Applicable	<b>Credit Hours</b>	3

### Brief Description

➤ The course is designed to teach students how to create and operate business in new and more efficient ways, using the Internet as a delivery tool. It focuses on the management issues, incorporating topics such as: technology, marketing, security, data privacy and logistics. The rationale for introducing this course is the changing nature of the relationship between traditional business enterprises and e-business. The case for learning e-commerce is quite compelling since ecommerce has the potential of transforming economies all over the globe. Hence, this course will provide a rigorous introduction to all topics associated with the field of electronic commerce.

The focus of the lectures will be on developing an understanding of the concepts of E-Commerce and E-Business technology, evaluating its benefits; and analysing the forces driving its use as well as the dangers and threats of the Cyber-World.

### Course Objectives

After completion of this course the student will be able to:

- Knowledge: Relate contemporary issues in ecommerce to relevant theories.
- Comprehension: Identify the various e-commerce activities, strengths/ weaknesses, and their strategic uses
- Application: Demonstrate ability to apply knowledge specific to e-commerce derived from real-world practices
- Analysis: Analyse contemporary cases in ecommerce
- Synthesis: Devise and propose solutions to ecommerce projects
- Evaluation: Critically evaluate, synthesize and develop strategies pertaining to ecommerce issues.

### Course Learning Outcomes

- Distinguish between concepts, principles, and theories of E-Business
- Apply the concepts, principles, and theories in different E-Business situations
- Demonstrate written communication skills in E-Business
- Have oral communication skills
- Have skills of using computer applications in E-Business
- Have scientific research skills in the field of E-Business
- Have the skills of critical thinking and analysis in the fields of E-Business
- Have the skills in strategic thinking and finding solutions in E-Business
- Believe, and practice sustainability in the context of E-Business
- Have the skills of leadership, teamwork, and decision making in E-Business
- Have the ability to distinguish between ethical issues in the context of E-Business
- Have the competence of social responsibility in the fields of E-Business
- Have the competence to deal with cultural diversity in b E-Business situations

## Course Topics

- Infrastructure of the Internet
- E-Commerce Security
- E-Commerce Revenues
- Legal, Ethical & Tax Issues
- Marketing on the Web
- Web Server Hardware & Software
- Payments in E-Commerce
- Business Strategies in E-Commerce

## Text Book

- Schneider, Gary. (2017) Electronic Commerce, 12th Edition. Boston, Cengage Learning.

## Additional References

- Adams J. and Albakajai M. (2016). Cyberspace: A New Threat to the Sovereignty of the State. Management Studies, 4(6), 256-265.
- Adams, J., & Albakajai, M. (2016). Cyberspace: A Vouch for Alternative Legal Mechanisms. Journal of Business and Cyber Security, 1(1), 10-18.
- Al-Somali, S. A., Gholami, R., & Clegg, B. (2015). An investigation into the factors affecting e-commerce adoption decisions by SMEs: A study in Saudi Arabia. In Strategic e-commerce systems and tools for competing in the digital marketplace (pp. 206-243). IGI Global.
- Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2015). Digital business and e-commerce management. Pearson UK.
- Hu, J., & Haddud, A. (2020). Exploring the Impact of Globalization and Technology on Supply Chain Management: A Case of International ECommerce Business. In Supply Chain and Logistics Management: Concepts, Methodologies, Tools, and Applications (pp. 1353-1376). IGI Global.
- Kasemsap, K. (2016). Advocating electronic business and electronic commerce in the global marketplace. In E-retailing challenges and opportunities in the global marketplace (pp. 1-24). IGI Global.
- Kayikci, Y. (2019). E-Commerce in Logistics and Supply Chain Management. In Advanced Methodologies and Technologies in Business Operations and Management (pp. 1015-1026). IGI Global.
- Laudon, K. C., & Traver, C. G. (2016). E-commerce: business, technology, society. Boston, MA: Addison-Wesley.
- Niavand, H., & Mahesh, R. (2018). The Role of Internet Marketing on ECommerce. Business and Management Horizons, 6(1); 139-149.
- Ojo, M. (2016). E commerce as a tool for resource expansion: postal partnerships, data protection legislation and the mitigation of implementation gaps. In E-Retailing Challenges and Opportunities in the Global Marketplace (pp. 25-48). IGI Global.

- Tsagourias, N. (2015). The legal status of cyberspace. In Research Handbook on International Law and Cyberspace. Edward Elgar Publishing.

### Online Resources

#### Academic databases available through the University's Library website.

- *Information Systems and e-Business Management*
- *Journal of Computer Engineering & Information Technology*
- *Journal of Informatics and Data Mining*
- *e-Service Journal*
- *Electronic Markets*
- *International Journal of Electronic Business*
- *International Journal of Electronic Commerce*
- *Journal of Direct, Data and Digital Marketing Practice*
- *Journal of Electronic Commerce in Organizations*

### Course Outline

Week	Hours	Topics	Remarks
1	3	Introducing E-Commerce 3	
2	3	Infrastructure of the Internet 3	
3	3	E-Commerce Security 3	
4	3	Discussion of a research paper/ Case study	
5	3	E-Commerce Revenues 3	
6	3	Legal, Ethical & Tax Issues 3	
7	3	Marketing on the Web	
8	3	Midterm Exam	
9	3	Discussion of a research paper/ Case study	
10	3	Web Server Hardware & Software	
11	3	Web Server Hardware & Software	
12	3	Payments in E-Commerce	
13	3	Discussion of a research paper/ Case study	
14	3	Business Strategies in E-Commerce	
15	3	Presentations	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	