

Faculty of Computers and Information Technology

E-business and Digital Firms

Information :

Course Code : IS463

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Information Systems

Area Of Study :

- Apply the basic concepts and theories of E-business and E-commerce
- Combine and evaluate different tools and facilities for E-commerce
- Use modern techniques, up to date methods and tools for managing digital firms
- Demonstrate professional responsibilities, ethical, cultural and societal aspects for e-commerce
- Deal with the individual, social, environmental, organizational and economic implications of the application of digital enterprises
- Own the needed knowledge and skills in the new digital market
- Understand fundamentals of Systems Development Life Cycle (SDLC), information networks, information security, e-commerce, crisis management, and other evolutionary aspects of IS
- Use and adopt the appropriate knowledge and skills base to pursue a career managing and developing information systems in a contemporary business context
- Understand the operational, strategic and practical issues in information systems currently relevant to small, medium and large enterprises

Description :

This subject provides a detailed overview of the concepts and processes used in doing business electronically. This will include information exchange processes (EDI) and inter- and intra-organizational communications; electronic exchange and business including EFT, smart cards and electronic money; security issues and networks; internets, intranets and extranets; business models and e-commerce; the internet customer and marketing; economics and e-commerce; taxation, business and exchange issues in e-commerce; legal and ethical issues in e-commerce. Students will receive experience in using and adapting existing www and electronic commerce software in developing applications of e-commerce in real-world contexts

Course outcomes :

a.Knowledge and Understanding: :

- | | |
|-----|--|
| 1 - | Identify the up to date technologies used to support E-business |
| 2 - | Identify the principles of economics and management of digital enterprises |
| 3 - | Describe e-commerce systems |

b.Intellectual Skills: :

- | | |
|-----|---|
| 1 - | Test and evaluate the functionality of E-commerce and digital enterprises |
| 2 - | Demonstrate the role of modern IS in the society |
| 3 - | Predict innovative techniques for digital marketing |

c.Professional and Practical Skills: :

- | | |
|-----|---|
| 1 - | Analyze, design, implement, test, maintain and manage electronic services |
| 2 - | Design some effective methods for securing payments |

- 3 - Use Web-based systems effectively for marketing and advertising

d.General and Transferable Skills :

- 1 - Work in a team effectively and efficiently considering time and stress management
- 2 - Apply communication skills and techniques in presentations using various methods and tools
- 3 - Apply quantitative methods and skills in understanding and presenting cases

ABET Course outcomes :

- 1 - Apply the basic concepts and theories of E-business and E-commerce
- 2 - Combine and evaluate different tools and facilities for E-commerce
- 3 - Use modern techniques, up to date methods and tools for managing digital firms
- 4 - Demonstrate professional responsibilities, ethical, cultural and societal aspects for e-commerce
- 5 - Deal with the individual, social, environmental, organizational, and economic implications of the application of digital enterprises
- 6 - Understand fundamentals of Systems Development Life Cycle (SDLC), information networks, information security, e-commerce, crisis management, and other evolutionary aspects of Information Systems
- 7 - Understand the operational, strategic, and practical issues of information systems currently relevant to small, medium and large enterprises

Course Topic And Contents :

| Topic | No. of hours | Lecture | Tutorial / Practical |
|---|--------------|---------|----------------------|
| Introduction to E-business and Digital Firm | 4 | 2 | 2 |
| E-Commerce Business Models and Concepts | 4 | 2 | 2 |
| E-Commerce Infrastructure: The Internet, Web, Databases and Mobile Platform | 4 | 2 | 2 |
| Building an E-Commerce Presence: Websites, Mobile Sites, and Apps | 4 | 2 | 2 |
| E-Commerce Security and Payment Systems | 4 | 2 | 2 |
| E-Commerce Marketing and Advertising Concepts | 4 | 2 | 2 |
| Social, Mobile, and Local Marketing | 4 | 2 | 2 |
| Online Retail, Content and Services | 4 | 2 | 2 |
| Mid-Term Exam | 2 | | |
| Social Networks, Auctions, and Portals | 4 | 2 | 2 |
| B2b E-Commerce: Supply Chain Management and Collaborative Commerce | 4 | 2 | 2 |
| B2b E-Commerce: Enterprise Resource Planning | 4 | 2 | 2 |
| Presentation/Discussion of Case Studies | 4 | 2 | 2 |
| Final Exam | 2 | | |

Teaching And Learning Methodologies :

- Interactive Lectures including Discussions
- Practical Lab Sessions
- Reading Materials
- Online Material

Self-Study / Project

Case Studies

Presentations

Problem Solving

Course Assessment :

| Methods of assessment | Relative weight % | Week No | Assess What |
|-------------------------|-------------------|---------|-------------|
| Assignments | 5.00 | 4 | |
| Final Exam | 40.00 | 14 | |
| Midterm Exam (s) | 20.00 | 9 | |
| Others (Participations) | 5.00 | | |
| Presentations | 5.00 | | |
| Quizzes | 10.00 | 5 | |
| Team Work Projects | 15.00 | 12 | |

Course Notes :

An Electronic form of the Course Notes and all the slides of the Lectures is available on the Students Learning Management System (Moodle)

Recommended books :

Kenneth C. Laudon and Jane P. Laudon, Management Information Systems: Managing the Digital Firm, 15th edition, 2018, PEARSON, ISBN: 978- 0134639710
 Paul Bocij, Andrew Greasley and Simon Hickie, Business Information Systems: Technology, Development and Management for the E-Business, 5th edition, 2014, PEARSON
 ISBN: 978- 0273736455

Web Sites :

www.ekb.eg