

Faculty of Commerce & Business Administration

E-Commerce

Information :

Course Code : BIT 225

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Faculty of Commerce & Business Administration

Instructor Information :

Title	Name	Office hours
Lecturer	Ibrahim Eldesouky Fattoh Abdelmageed	

Area Of Study :

This course will focus on helping students achieve an understanding of general concepts of E-Commerce. How companies use it to create new products and services, reduce the cost of existing business processes, and improve the efficiency of their operations. This is done through business case approaches, where real business cases are introduced illustrating important topics of the course and demonstrating relevance to the current practice of E-Commerce.

Description :

Explain how electronic commerce can be used to create a competitive advantage for an organization; Analyze the strengths and weaknesses of different business models related to B2B and B2C electronic commerce; Analyze a business case and identify strengths and weaknesses in the organization's e-commerce strategy; Explain many technical, ethical, and policy issues in electronic commerce (e.g., data mining, security, privacy, and intellectual property rights) as well as how individuals, organizations, and policy makers are addressing these problems. Explain the effects of policy decisions on e-commerce and businesses.

Course outcomes :

a. Knowledge and Understanding: :

1 -	Identify and discuss E-Commerce definition and categories;
2 -	Identify types of Business Information Systems;
3 -	Evaluate the Product/ Process suitability to E-Commerce;
4 -	Evaluate advantages and disadvantages of E-Commerce.

b. Intellectual Skills: :

1 -	Using E-Commerce to Reduce Transaction Costs;
2 -	Using E-Commerce to achieve Competitive Advantage;
3 -	SWOT analysis to identify E-Commerce Opportunities;
4 -	Evaluate E-Commerce Payment and Security.

c. Professional and Practical Skills: :

1 -	Apply methods for E-Commerce web site Usability;
2 -	Apply Internationalization guidelines of E-Commerce: Culture, Language, and Infrastructure Issues;
3 -	Raise awareness for ethical issues of E-Commerce: Privacy, Copy right;

4 -	Understand the concept of digital Equity and Quality of Life issue for Web-Technology
d.General and Transferable Skills: :	
1 -	Assess problems.
2 -	Work on business case studies.
3 -	Presentation Skills

Course Topic And Contents :			
Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to course Syllabus (description, structure, assessment, and expected deliverables). Discuss faculty policies, guidelines and code of ethics. Introduction to Information System (Data versus Information)	3	2	1
The Use of Information Systems in Business today	3	2	1
Management Information Systems (MIS): Transaction Processing Systems (TPS) . Decision Support Systems (DSS) . Executive Support Systems (ESS)	3	2	1
Types of Business Information Applications: Sales and Marketing . Manufacture and Production	3	2	1
Types of Business Information Applications: Finance and Accounting . Human Resources	3	2	1
First Mid-Term	3	2	1
Enterprise Applications Concept Types of Enterprise Applications: Enterprise Resource Planning . Supply Chain Management	3	2	1
Types of Enterprise Applications: Customer Relationship Management . Knowledge Management	3	2	1
Using Information Systems to achieve Competitive Advantage.	3	2	1
Information Systems Department staffing, hierarchy, and arrangement	3	2	1
Second Mid-Term	3	2	1
Business Intelligence	3	2	1
Human Computer Interaction Guidelines	3	2	1
Ethical issues in Information Systems	3	2	1
Revision	3	2	1

Teaching And Learning Methodologies :
Data show and computer in lectures.
Analysis of Case Studies.
Group Assignments
Self-Learning home readings
Presentation.

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Final Exam	40.00	16	
First Mid-Term Exam	20.00	6	
Second Mid-Term Exam	20.00	11	
Two assignments and participation	20.00	13	

Course Notes :

Readings;
Case Studies.

Recommended books :

Management information Systems, Laudon and Laudon, McGraw-Hill, tenth ed.