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

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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

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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

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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
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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

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| 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