Arab Academy for Science and Technology & Maritime Transport
College of Computing and Information Technology

University/Academy:	Arab Academy for Science and Technology & Maritime Transport
Faculty/Institute:	College of Computing and Information Technology
Program:	B.Sc. in Information Systems

Course title	**E-Business Fundamentals**
Course code	**IS371**

Form no. (11A)
Knowledge and skills matrix for a course

Course content	Week study	Knowledge	Intellectual skills	Professional skills	General skills
The Revolution Is Just Beginning	1	•Define e-commerce. •Difference between e-commerce and e-business. • Identify features of e-commerce technology. •Describe the major types of e-commerce. •Understand the visions and forces behind the E-commerce I. •Understand the successes and failures of E-commerce I.	• Analyze the impact of e-marketplaces on organizations and industries.		• Ability to generate, analyzes, present and interpret data.

Course content	Week study	Knowledge	Intellectual skills	Professional skills	General skills
		•Identify several factors that will define the E-commerce II era. •Identify the major themes underlying the study of e-commerce. •Identify the major academic disciplines contributing to e-commerce research.			
E-commerce Business Models and Concepts	2	•Identify the key components of e-commerce business models. •Describe the major B2C business models. •Describe the major B2B business models. •Recognize business models in other emerging areas of e-commerce. •Understand key business	• Analyze the impact of e-marketplaces on organizations and industries. • Gain a good connection between E-commerce technology, E-commerce strategy, and marketing.		• Ability to generate, analyzes, present and interpret data.

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		concepts and strategies applicable to e-commerce.			
The Internet and World Wide Web: E-commerce Infrastructure	3	• Define Internet. •Define packet switching. •Define TCP/IP and The TCP/IP Architecture and Protocol Suite. •Define Routing Internet Messages. •Define Domain Names, DNS, and URLs. •Identify Client/Server Computing. •Define Cloud Computing. •Define The Hourglass Model of the Internet. •Define Internet Network Architecture. •Define Fiber Optics and the Bandwidth. •Identify E-mail and Instant Messaging.		• Identify Concept of The packet Switching , The TCP/IP Architecture and Protocol Suite and Routing Internet Messages. • Use the creative thinking and creative in the face of the various administrative positions.	• Ability for critical thinking, reasoning and reflections

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		•Define Search Engines. •Define Streaming Media and Cookies.			
Building an E-commerce Web Site	4	•Explain the process that should be followed in building an e-commerce Web site. •Describe the major issues surrounding the decision to outsource development and/or hosting. •Identify and understand the major considerations involved in choosing server and e-commerce merchant server software. •Understand the issues involved in choosing the most appropriate hardware for an e-commerce site. •Identify additional tools that can improve Web site performance.	•Evaluate the architecture of websites. • Distinguish between different design approaches. •Apply to plan one's own design approach.	• Apply appropriate practical techniques to basic website design, navigation, and construction. • Design systems and evidence of the various work. • Participate in a multi-skilled design team in the development and evaluation of interactive systems, communicating with team. • Use the creative thinking and creative in the face of Building the System.	• Manage the user needs in a website. • Select Team Working Skills through participating in collaborative projects.

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Online Security and Payment Systems	5	•Understand the scope of e-commerce crime and security problems. •Describe the key dimensions of e-commerce security. •Understand the tension between security and other values. •Identify the key security threats in the e-commerce environment. •Describe how various forms of encryption technology help protect the security of messages sent over the Internet. •Identify the tools used to establish secure Internet communications channels. •Identify the tools used to protect networks, servers, and clients.	•Analyze on-going trends in security threats and countermeasures.		•Ability to generate, analyze, present and interpret data • Ability for critical thinking, reasoning and reflections.

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E-commerce Marketing Concepts	6	•Understand The Internet Audience and Consumer Behavior. •Identify A General Model of Consumer Behavior. •Identify The Online Purchasing Decision. •Identify The Consumer Decision Process and Supporting Communications. •Define Data Mining and Personalization. •Define Customer Relationship Management (CRM) Systems. •Identify the Mass Market-Personalization Continuum.	• Gain a good connection between E-commerce technology, E-commerce strategy, and marketing. • Compare different type of internet marketing strategies		• Ability to generate, analyzes, present and interpret data.
7th Week Exam	7	**7th Week Exam**			
E-commerce Marketing Communications	8	•Define Marketing Communications •Identify Online	• Gain a good connection between E-commerce technology, E-commerce strategy, and marketing.	• Use different search engines.	• Ability to generate, analyzes, present and interpret data.

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		Advertising types. •Understand Online Advertising Placement Methods. •Identify Sponsorships and Referrals. •Identify types of E-mail Marketing and the Spam Explosion. •Define types of Social Marketing. •Define Behavioral Targeting.	• Compare different type of internet marketing Communications.		
Ethical, Social, and Political Issues in E-commerce	9	•Understanding ethical, social, and political issues in e-commerce. •Understand Privacy and information rights. •Define Intellectual Property Rights. •Define Public Safety and Welfare.	•Analyze principles used to determine right and wrong courses of action. •Ability to appeal to higher authorities to ensure laws applied Correctly.	• Experiment the laws and ethics in Virtual Worlds	• Ability for critical thinking, reasoning and reflections

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Online Retail and Services	10	•Explain the major trends in Online Retail. •Identify the Retail Sector and Industry. •Define E-commerce Retail. •Describe E-tailing Business Models. •Define Industry Consolidation and Integrated Financial Services. •Identify Online Banking and Brokerage. •Define online Career Services.	• Explain and assess the electronic finance evolution in financial industries. • Analyze the Viability of Online Firms.	• Experiment the effective use of financial services in a business context and to be able to prepare reports and make presentations.	• Ability to generate, analyze, present and interpret data. • Ability for critical thinking, reasoning and reflections
Online Content and Media	11	•Describe The Online Publishing Industry. •Define The Online Entertainment Industry.		•Use Google and YouTube Together: Can Google MonetizeYouTube?	• Ability for critical thinking, reasoning and reflections
12th Week exam	12	12th Week exam .			

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Social Networks, Auctions, and Portals	13	•Identify types of Social Networks and Online Communities. •Explain the types of Online Auctions. •Identify E-commerce Portals.	•Analyze the Difference Between Social Networks and Portals. •Compare different types of Social Networks and Their Business Models.	•Insight on Technology: Social Operating Systems: Facebook vs. Google. •Insight on Society: Dynamic Pricing: Is This Price Right?	•Seller and Consumer Behavior at Auctions.
E-commerce: Supply Chain Management and Collaborative Commerce	14	•Identify B2B E-commerce and Supply Chain Management. •Identify different type of Net Marketplaces. •Define Net Marketplaces. •Define Private Industrial Networks.	•Analyze trends in Supply Chain Management and Collaborative Commerce. •Insight on Technology: RFID Autoidentification: Making Your Supply Chain Visible.	•Implement a Case Study: Siemens Clicks with Click2procure.	• Ability for critical thinking, reasoning and reflections
Course Review	15	**Course Review**			
Final Exam	16	**Final Exam**			

Course Instructor   **Head of Department**

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