



Department of Business Administration

College of Administrative and financial science

University of Cihan

Subject: Electronic Management

Course Book – Year 3, First Semester

Mustafa Othman Alsaigh_{MSc}

Academic Year: 2015/2016

Course Book

1. Course name	Mustafa Othman Alsaigh
2. Lecturer in charge	
3. Department/ College	Department of Business Administration College of Administrative and financial science
4. Contact	e-mail: mustafa_alsaigh@hotmail.com
5. Time (in hours) per week	Theory: 2
6. Office hours	8am to 2pm during working days
7. Course code	BAD33104
8. Teacher's academic profile	mustafa_alsaigh@hotmail.com
9. Course overview:	
<ul style="list-style-type: none"> • The world is rapidly becoming more complex, integrated and interconnected with the advent of new technology and media, facilitated via e-commerce. • E-commerce, a.k.a. e-business, has penetrated every aspect of business, education, government, society, and our personal lives. Global connectivity is changing the ways in which everyone lives and thinks. • Just as with the advent of the personal computer giving rise to completely new and unexpected uses, capabilities and environment, e-commerce technology enables highly innovative and completely new ways of relating, learning, communicating, living, and conducting business. • The advent of mobile commerce and “convergence” of technologies enabling “pervasive computing” will give rise to a highly interconnected world and society, heralding phenomenal, challenging and exciting changes. 	
10. Course objective:	
<ul style="list-style-type: none"> • To create a comprehensive awareness of e-commerce (e-business), beginning with the “basics”, i.e. terms, concepts and definitions, working toward and facilitating a wide understanding and appreciation of e-commerce (e-business) applications, and the vital 	

<p>role they play in modern business practice.</p> <ul style="list-style-type: none"> • To cultivate a manager-style understanding and appreciation of e-business through application of the concepts of e-commerce to selected examples and business cases. • To cultivate an entrepreneur-style understanding and experience via an e-business plan team project & presentation
<p>11. Student's obligation</p> <ul style="list-style-type: none"> • Attend all lectures • Commitment to perform examinations • Abide by the rules and the system of the university
<p>12. Student learning outcome:</p> <ol style="list-style-type: none"> 1. To demonstrate an awareness of the main components and concepts of e-commerce, and the vital role it plays in modern business practice. 2. To demonstrate an understanding of the concepts of e-commerce, and the ability to apply these concepts in application to selected examples and business cases. 3. To demonstrate an understanding of the concepts and applications of e-commerce, via a "hands on" experience in developing and presenting a team e-business plan project.
<p>13. Course Reading List and References:</p> <ul style="list-style-type: none"> ▪ E-Business and E-Commerce, 2/E , Dave Chaffey, Prentice Hall,
<p>14. The Topics:</p> <p>Chapter 1 Introduction to E-Commerce:</p> <p>Chapter 2 E-Commerce, E-Marketplaces:</p> <p>Chapter 3 Online Retailing & Applications</p> <p>Chapter 4 Online Marketing & Research, Consumer Behaviour, CRM:</p> <p>Chapter 5 Online Advertising:</p> <p>Chapter 6 Project Proposal & Team Formation</p> <p>Chapter 7 Launching an Online Business: Architecting an e-Business</p>

& Website Design

Chapter 8 Launching an Online Business:

Architecting an e-Business & Website Design

Chapter 9 Electronic Payment Systems:

15. Examinations:

1. *Compositional:* In this type of exam the questions usually starts with Explain how, What are the reasons for...? Why...? How....?

With their typical answers

What are the E-business opportunities?

Why E-Marketplaces Have So Many Failed? Just write the main points.