



Jordan University of Science and Technology  
Faculty of Computer & Information Technology  
Computer Information Science Department

**CIS451 E-Business**  
Winter 2017-2018

**Course Catalog**

3 Credit hours (3 h lectures). Provide students with the broad scope of e-business, takes an integrative approach drawing on new and existing approaches and models from many disciplines including information systems strategy, marketing, supply and value chain management, operations and human resources management.

**Course Information**

<b>Course Title</b>	E-Business
<b>Course Number</b>	CIS 451
<b>Prerequisites</b>	CIS 341
<b>Course Website</b>	

**Text Book(s)**

<b>Title</b>	E-BUSINESS AND E-COMMERCE MANAGEMENT
<b>Author(s)</b>	DAVE CHAFFEY
<b>Publisher</b>	Prentice Hall
<b>Year</b>	2011
<b>Book Website</b>	<a href="http://www.Pearsoned.co.uk">www.Pearsoned.co.uk</a>
<b>Edition</b>	5th

**References**

<b>Books</b>	<ul style="list-style-type: none"><li>E-business &amp; e-commerce for manager , Deitel 7 Deitel, 2001</li><li>Electronic commerce a managerial perspective 2002 , David king &amp; Jae Lee , second edition</li></ul>
<b>Internet links</b>	

**Instructors**

<b>Instructors</b>	Ismail Hmeidi
<b>Office Location</b>	A2 Level 3
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## Class Schedule & Room

**Section 1:**

Lecture Time: Sunday, Tuesday, Thursday      Section1 10:30 -11:30 Ph2104

Instructor: Dr. Ismail Hmeidi

### Office Hours

Instructor	Days	Time
Ismail Hmeidi	Sunday, Tuesday Thursday	Ph2 104      11:30 -12:30 or by appointment

### Teaching Assistant(s)

Instructor	Assistant
Ismail Hmeidi	

## Topics Covered

The schedule is subject to change depending upon the actual class dynamics and workflow during the semester

Topic	Chepters in Text	Week No.
<b>Introduction</b>		1
Introduction to e-business and e-commerce	Chapter 1	1,2
<b>Marketplace Analysis for E-Commerce</b>	Chapter 2	3,4,
<b>First Exam</b>		
E-business infrastructure	Chapter 3	5, 6
E-environment	Chapter 4	7,8
<b>Second Exam</b>		
E-business strategy	Chapter 5	9,10
Supply chain management	Chapter 6	11,12
E-Marketing	Chapter 8	13,14
<b>Final Exam</b>		

<b>Course Objectives</b>				
<b>No.</b>	<b>Objective</b>	<b>Mapping Course Outcome</b>	<b>Mapping Program Outcome</b>	<b>Assessment Methods</b>
1	Presents basic concepts necessary to understand e-business and ecommerce.	1		Quizzes, and Exams
2	Understanding the differences between the e-business and e-commerce	1, 2		Quizzes, Case Study and Exams
3	Understanding e-business infrastructure components, Internet technology, web technology, internet-access software applications, and mobile commerce	3		Quizzes, and Exams
4	Understanding and practicing the e-environment, Identify the different elements of an organization macro-environment that impact on an organizations e-business and e-marketing strategy.	4		Quizzes, and Exams
5	Presents an appropriate strategy process model for e-business. Learn how to apply tools to generate and select e-business strategies, and outline alternative strategic approaches to achieve e-business.	5		Quizzes, Case Study and Exams
6	Identify the main elements of supply chain management and their relationship to the value chain and value networks Assess the potential of information systems to support supply chain management and the value chain.	6		Quizzes, Case Study and Exams
7	Outline different methods of acquiring customers via electronic media, and evaluating different buyer behaviour amongst online customers. Describing the techniques for retaining customers and cross- and up-selling using new media.	7		Quizzes, Case Study and Exams

<b>Course Outcomes</b>		
<b>No.</b>	<b>Outcome</b>	<b>Related Chapters</b>
1	<input type="checkbox"/> Define the meaning and scope of e-business and e-commerce and their different elements. <input type="checkbox"/> Summarize the main reasons for adoption of e-commerce and e-business and barriers that may restrict adoption. <input type="checkbox"/> Outline the ongoing business challenges of introducing e-business and e-commerce to an organization.	ch1
2	Complete an online marketplace analysis to assess competitor, customer, and intermediary and competitor use of the Internet as part of strategy development <input type="checkbox"/> Identify the main business and marketplace models for electronic communications and trading. <input type="checkbox"/> Evaluate the effectiveness of business and revenue models for online Businesses.	ch2

3	Outline the hardware and software technologies used to build an e-business infrastructure within an organization and with its partners. <input type="checkbox"/> Outline the hardware and software requirements necessary to enable employee access to the Internet and hosting of e-commerce services.	Ch3
4	Identify the different elements of an organization macro-environment that impact on an organization's e-business and e-marketing strategy <input type="checkbox"/> Assess the impact of legal, privacy and ethical constraints or opportunities on a company and devise solutions to accommodate them <input type="checkbox"/> Assess the role of macro-economic factors such as economics, governmental e-business policies, taxation and legal constraints.	Ch4
5	Follow an appropriate strategy process models for e-business <input type="checkbox"/> Apply tools to generate and select e-business strategies <input type="checkbox"/> Outline alternative strategic approaches to achieve e-business	Ch5
6	Identify the main elements of supply chain management and their relationship to the value chain and value networks. <input type="checkbox"/> Assess the potential of information systems to support supply chain management and the value chain.	Ch6
7	Assess the need for separate e-business and e-marketing strategies <input type="checkbox"/> Create an outline e-marketing plan intended to implement the e-marketing strategy <input type="checkbox"/> Distinguish between marketing communication characteristics of traditional and new media.	Ch8

<b>Program Outcomes</b>	
<b>No.</b>	<b>Outcome</b>
A	Show sufficient understanding of information technology for entry-level employment and advancement in the field.
B	Show an understanding of the fundamentals of computers and computer nomenclature and why they are essential components in business and society.
C	Show proficiency in utilizing and integrating business-oriented computer software programs such as <b>Arena, HL7, Stella, and Logizian.</b>
D	Show the ability to communicate clearly and appropriately, both orally and in writing.
E	Display professional readiness to meet the needs of the business community, including, but not limited to, time management, organizational, teamwork, and decision-making skills.
F	Show an ability to navigate and utilize the World Wide Web as both an educational and career-related tool.
G	Show the ability to successfully code, compile, execute, and debug programs in various programming languages, moreover an understanding of basic programming and logic, through the use of flow charts and pseudo code.
H	Show a basic understanding of relational databases and concepts, including design, creation, and data manipulation.
I	Show critical thinking in the understanding, evaluation and application of technology solutions to a real life situation
J	Articulate ethical and professional standards as they apply to the use of information systems

A	B	C	D	E	F	G	H	I	J
	2,3	3, 6, 7		6,7	2, 4			5	3

<b>Evaluation</b>		
<b>Assessment Tool</b>	<b>Expected Due Date</b>	<b>Weight</b>
First Exam		20%
Second Exam		20%
Quizzes		20%
Final Exam		40%

## Teaching & Learning Methods

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### Other Policies and Notes

<b>Attendance</b>	Excellent attendance is expected. In accordance with university regulations, students missing more than 10% of total classes that are not excuse are subject to failure. If you miss class, it is your responsibility to find out about any announcements or assignments you may have missed. Attendance will be recorded at the beginning or end of each class.
<b>Quizzes</b>	There will be 6 quizzes during the course. The lowest quiz grade will be drop out.
<b>Exams</b>	All exams will be CLOSE-BOOK. The format for the exams is generally (but NOT always) as follows: Multiple-choice, and short essay questions.
<b>Makeup Exams</b>	Makeup exam should not be given unless there is a valid excuse. Arrangements to take an exam at a time different than the one scheduled MUST be made prior to the scheduled exam time. In accordance with university regulations, students should bring a valid excuse authenticated through valid channels in JUST.
<b>Workload</b>	Average work-load student should expect to spend is 4 hours/week.
<b>Code of Conduct</b>	The quizzes and exams need to be done individually. Copying of another student's work or code, even if changes are subsequently made, is inappropriate, and such work or code will not be accepted. Cheating or copying from neighbor on exam is an illegal and unethical activity and standard JUST policy will be applied. All graded assignments must be your own work (your own words).