



Course Information Form

Code	MISA 210	Title	Electronic Business	Credit Hours	3
Pre/co-requisites	MISA 123 & Desire to learn		Web Page	Mr. Khuzaima Jallad Website	
Course Instructor(s)	Email		Office Hours	Course Coordinator	
Dr. Wedad Al-Jodar Mr. Khuzaima Jallad	kjallad@uob.edu.bh		UMTWH – 11:00 – 12:00	Mr. Khuzaima Jallad	

Course Objectives

The objective of this course is to offer a comprehensive introduction to the theory and practice of e-business and e-commerce management techniques from a management and technical prospective. Students will understand how to use software in the real world emerging E business environment.

Course Description

This course aims to demonstrate the common used technologies and software in the real business world. It illustrates the enterprise software solutions which being utilized to achieve business objective efficiently and proficiently. It begins with introducing software applications and system software, Internet solutions, databases terminology and some related software and computers security issues.

Learning Outcomes

After completing this course the students should be able to:

1. Describe e-commerce and its categories, framework, business models, benefits and limitations. (Ch 1)
2. Understand e-marketplaces and its types, e-catalogs, auctions, bartering, and wireless e-commerce.(2)
3. Describe e-retailing (e-tailing) and its characteristics, business models, online employment, online real estate services, online stock-trading, and E banking. (Ch 3)
4. Describe B2B field and its models, characteristics, forward and reverse auction, and procurement.(Ch5)
5. Understand the EC systems like: e-government and e-learning.(Ch 8)
6. Understand M-commerce and its model, characteristics, types, applications and limitations. (Ch 9)
7. Describe the issues of security and strategies for dealing with security problems.(Ch 11)

Textbook

Turban E. (2010), Electronic Commerce: A managerial Perspective, 2008 edition, ISBN: 0131854615 (**Available in the Bookstore**)

References

Efraim Turban Electronic Commerce 2012: Managerial and Social Networks Perspectives, 7/E, ISBN-10: 0132145383

Dave Chaffey (2011 July) E-Business and E-Commerce Management Strategy, Implementation and Practice 5th Edition Jul ISBN13: 9780273752011 ISBN10: 0273752014.

Course Assessments

Term Tests	Laboratory	Quizzes/Assignments	Project	Final Exam
2 * 15%	10%	10%	10%	40%

Test Dates

Test 1 – ()	Test 2 – ()	Final Exam
8 th April 2013 (15:00 – 16:00)	20 th May 2014 (15:00 – 16:00)	17 June 2014 (1130 – 1330)

General Notes

- Student Conduct in Class Policy:** Please read the university of Bahrain honor code. Any act of classroom disruption that go beyond the normal rights of students to question and discuss with instructors the educational process relative to subject content will not be TOLERATED. Copying assignments is totally forbidden and will result in a zero mark for all parties involved.
- Electronic Devices in Class Policy:** Cellular phones, pages, CD players, radios and similar devices are

prohibited in the classroom and laboratory facilities. Electronic dictionary and computers are prohibited during examination and quizzes, unless specified.

c) **No makeup tests** for any reason.

Tentative Weekly Outline - Semester one (2012 -2013)

Week	Topics Covered	Reading Assignment	Lab. Experiment & Case studies Assignments
1	Overview of e-commerce	Ch.1	<i>BUY a Chocolate or textbook online (Case 1.1)</i>
2	Common Revenue Models	Ch.1	http://www.pearsonhighered.com/turban <i>Lab 1 Introduction to Dreamweaver CS4</i>
3	E-marketplaces Structures & Mechanisms	Ch.2	<i>Lab 2 Understanding HTML 2. (Case 2.2 Warren Buffet)</i>
4	E-marketplaces Economics & Impacts	Ch.2	<i>Lab 3 Dreamweaver CS4. (Case 2.4)</i>
5	Retailing in e-commerce Digital Products and Technology	Ch.3	<i>Lab 4 Dreamweaver CS4</i>
6	Retailing in e-commerce Services and Internet	Ch.3	<i>Lab 5 Dreamweaver CS4</i>
7	Retailing in e-commerce Models and issues job market	Ch. 3	<i>Lab 6 Dreamweaver CS4</i>
8	MIDSEMESTER BREAK		
9	B2B commerce	Ch. 5	<i>Lab 6 cont. MS Front Page (Prepare your CV to convert in to website)</i>
10	B2B commerce	Ch. 5	<i>Lab 7 Dreamweaver CS4</i>
11	Innovative EC Systems (E Learning)	Ch. 8	<i>Lab 8 Dreamweaver CS4</i>
	<i>Midterm Exam II</i>		
12	Innovative EC Systems	Ch. 8	<i>5.(Case 8.3- Cisco Systems) Lab 9 Adobe Dreamweaver website</i>
13	M-Commerce	Ch. 9	<i>Lab 10 Adobe Dreamweaver website</i>
14	M-Shopping and advertising	Ch. 9	<i>6.(Case 9.1 Market Source Mobilizes its work force) Lab 12 Adobe Dreamweaver website</i>
15	E-commerce Security Stopping E-Commerce Crimes	Ch. 11	<i>Lab 13 Adobe Dreamweaver website Final Projects Presentations</i>
16	E-commerce Creating a Website	Ch. 11	<i>Final Projects Presentations</i>