



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	E-Business
2	Course number	1904354
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	Web Application Development-2
5	Program title	Business Information Technology
6	Program code	04
7	Awarding institution	The University of Jordan
8	Faculty	King Abdullah II School for Information Technology
9	Department	
10	Level of course	Business Information Technology Department
11	Year of study and semester (s)	Summer 2015
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	
16	Required/ Elective	

16. Course Coordinator: Dr. Osama Rababah

Office numbers: 310

Office hours: Sun, Tue, Mon, Tue, and Wed 8:30-9:30

Phone numbers:22624 email addresses: o.rabah@ju.edu.jo

17. Other instructors:

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18. Course Description:

E-Business can be defined as business transacted via the Internet and World Wide Web. Each year, e-commerce accounts for billions of dollars in transactions between business and consumers and over a trillion dollars in business-to-business transactions. E-commerce experienced explosive entrepreneurial growth between 1995 and 2000 before the "bursting of the dot.com bubble". The impact of e-commerce is not just in the creation of Web-based businesses but represents the building of a new industrial order (Turban et al., 2008).

19. Course aims and outcomes:

A- Aims:

The overall aim of this course firstly, is to build the core knowledge for the main concepts, technologies and tools related to e-Business, then to use this knowledge and apply it directly to make entrepreneurial e-business plan along with an e-Commerce websites that represents alive demonstration of that business model.

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...**A- Knowledge and understanding: Students should ...**

1. Understanding the principles of e-Business in the real world
2. Have knowledge about major concepts, technologies, tools, and platforms that comprise the technical infrastructure of any E-Commerce web sites
3. Understand the main components of a Business model and be able to design and build new e-Business models and business plans.
4. Have a knowledge of data architecture and be able to solve problems about modeling data and processes so that they can be discovered in web-based environments
5. Have a knowledge of data architecture and be able to solve problems about modeling data and processes so that they can be discovered in web-based environments
6. Be able to design an E-Commerce or that demonstrate a real e-business model source e-Commerce platforms/Content Management Systems and to evaluate and justify the design
7. Be able to work effectively as a member of a group to design and implement a web-based application in a real-world environment.
8. Develop the necessary skills to get business up on the Web and available to a worldwide audience.

B- Transferable skills – with ability to

1. Analyze a case study
2. Analyze and Benchmark e-Commerce websites
3. Build conceptual maps of e-Commerce Concepts
4. Study online tutorials
5. Make short presentation
6. Debating between two teams
7. Simple research assignments
8. Short Article writing
9. Business models and tools + e3values
10. Business plan + handouts

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Chapter 1: Course Overview & Introduction to E-Business	1	Dr. Osama Rababah	A1 + A2	Exams + Assignments	EB_Ch01
Chapter 2: Business to Customer (B2C) / E-Commerce models	2	Dr. Osama Rababah	B1, B2, B10 & A3	Exams + Assignments	EB_Ch02
Chapter 3: E-Marketing and Advertising in E-Commerce	2 & 3	Dr. Osama Rababah	A3	Exams + Assignments	EB_Ch03
Chapter 4: Building B2C website	3	Dr. Osama Rababah	A6	Exams + Assignments	EB_Ch04
Chapter 5: Server-side applications and PHP review.	4	Dr. Osama Rababah	A4	Exams + Assignments	EB_Ch05
Chapter 6: Developing Simple e-Commerce System Using PHP	4 & 5	Dr. Osama Rababah	A5 & A7	Exams + Assignments	EB_Ch06
Chapter 7: E-Commerce Security	5	Dr. Osama Rababah	A2	Exams + Assignments	EB_Ch07
Chapter 8: E-Payment Methods	6	Dr. Osama Rababah	A8 & A2	Exams + Assignments	EB_Ch08
Chapter 9: E-Payment Security	6	Dr. Osama Rababah	A6	Exams + Assignments	EB_Ch09
Chapter 10: CRM and ERP Systems	7	Dr. Osama Rababah	A7 +A6	Exams + Assignments	EB_Ch10
Catching-up with practical material	7	Dr. Osama Rababah	A1	Exams + Assignments	
e-Business Project There will be several preceding related tasks	8	Dr. Osama Rababah	A1		

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

Method	Lecture	Demo	Laboratory	Case study
Learning outcomes	A1+A2+A3+A4 +A5+A6+A7+A8+A9	B	A5+A6+A7+A8 + B1+B2+B3+B4	B
Assessment	Exams + Assignments	Exams + Assignments	Project + Presentation	Exams + presentation

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following **assessment methods and requirements**:

Weight	Criteria	Comments
30%	Midterm Exam (Written)	TBA (in due course)
20%	Term Project	Three Phases
50%	Final Exam	12 January, 2014

23. Course Policies:

A- Attendance policies:

Students are responsible for class attendance and for all material covered in class. It is the students' responsibility to turn in their homework assignments to their instructors **by** the announced due date/time.

B- Absences from exams and handing in assignments on time:

1. Every student is expected to completely adhere to the exams dates and projects strict deadlines, absolutely no exceptions will be given.

2. Maximum allowable absence 15% of number of Lectures/Semester

• الامتناع المدير عن حضور المحاضرات أو الدروس أو عن الأعمال الأخرى التي تقضي الأنظمة بالمواظبة عليها ، والتحريض

على هذا الامتناع سوف يؤدي الى حرمان الطالب من المادة المعنية.

• في حالة التغيب عن امتحان الـ Mid Term لن يكون هناك امتحان تعويضي الا في حالة وجود عذر وحالة طارئة من المستشفى.

على الطالب ابراز العذر لمدرس المادة في فتره لا تتجاوز الثلاثة ايام من تاريخ الامتحان , وللمدرس الحق في قبول او رفض العذر , وحسب التعليمات.

- Concerns or complaints should be expressed in the first instance to the module lecturer; if no resolution is forthcoming then the issue should be brought to the attention of the module coordinator (for multiple sections) who will take the concerns to the module representative meeting. Thereafter problems are dealt with by the Department Chair and if still unresolved the Dean and then ultimately the Vice President. For the final complaints, there will be a committee to review grading the final exam.
- For more details on University regulations please visit <http://www.ju.edu.jo/rules/index.htm>

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

For more details on University regulations please visit <http://www.ju.edu.jo/rules/index.htm>

E- Grading policy:

Range	LG	فرحلا	Range	LG	فرحلا	Range	LG	فرحلا
90 - 100	A	أ	74 - 77	B-	ب-	56 - 60	D+	د+
86 - 89	A-	أ-	70 - 73	C+	ج+	50 - 55	D	د
82 - 85	B+	ب+	66 - 69	C	ج	45 - 49	D-	د-
78 - 81	B	ب	61 - 65	C-	ج-	0 - 44	F	هـ

F- Available university services that support achievement in the course:

24. Required equipment:

PCs Data show

25. References:

Required book (s), assigned reading and audio-visuals:

1. Beginning PHP and MySQL E-Commerce From Novice to Professional Second Edition, 2008, ISBN-13978-1-59059-864-1.Apress, 2008 (ISBN: 928-1-59059-862-7)
2. Electronic Commerce 2008, 5/E Efraim Turban Jae Kyu Lee Dave King Judy McKay Peter Marshall ISBN-10: 0132243318 Publisher: Prentice Hall Copyright: 2008
3. E-Business, Gary Schneider, 10th edition, 2013
4. Online Student Resources:
http://wps.prenhall.com/bp_turban_ec_2012/
5. Lab Resources: The following list contains the main tools, applications and resources that will be used for the course project
 - A. Joomla the Open Source Content Management Systems (CMSs) www.joomla.org
 - B. E-Commerce builder platforms such as: Actinic.com | Zencart.com

A- Recommended books, materials, and media:

Course Web Site: <https://elearning.ju.edu.jo>

26. Additional information:

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Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File