**MIS 437**

**Electronic Commerce**

**2st Semester /1435-36**

**Course Syllabus**

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| **Instructor:** | Sahar Alshathry | **Instructor  title:** | Lecturer |
| **Office:** | 3S 141 | **Phone:** | ------------- |
| **Section#:** |  | **Location:** | Building 3 , 2nd  floor |
| **[Office Hours](http://www.longwood.edu/staff/laulk/index.htm" \t "_blank):** | * Sunday and Thursday from 10-11 and 12-1. * Thursday 1-2 * Tuesday from 10 to 11 | **Email:** | [Salshathry@ksu.edu.sa](mailto:ftaj@ksu.edu.sa) |

[**Course Description**](http://is435ecommerce.wordpress.com/course-description/)

**Course Goals:**

It would be an understatement to say that the Internet has created frantic investment and hype over the last nine years. Strategies are maturing, and it seems that a compromise between the online and physical world is likely to be effective; the usefulness of incorporating bricks with clicks emerged about 3 years ago. Customer relationship and supply chain management serve to handle the input and output streams, and back end processes tie them together.

The business world completely ignored the Internet until 1994, then became completely obsessed with it. The most recent survey (which has not been updated since then) tells us that as of September 2002 there are over 606 million potential current customers (current users) worldwide.

Because this course is an IS course and is meant to expose contemporary managerial thought associated with a new and dynamic environment, the information technologies associated with the delivery of Internet sites, etc. will be only briefly mentioned. If the student has an interest in learning to build web pages or to develop databases, search engines, intelligent agents, etc., the instructor suggests different projects for this course. For this Course Internet Application course will be very helpful because students will learns the technology in this subject and will apply it in E-commerce course.

**Learning Objectives:**

* Understanding of a broad range of Internet tools
* Exposure to options for developing basic Internet applications (Front Page, VB.Net, and Active Server Pages for linkages to databases)
* Business models and applications
* Benefits and risks
* Developing an Internet Business Plan
* Explain how electronic commerce can be used to create a strategic competitive advantage for an enterprise
* Describe the some of the best practices in Ecommerce that are currently available to managers.

**Measurement of Attainment of Course Objectives**

Attainment of course educational objectives by the student is measured by scores on examinations and quizzes, evaluation of written documentation of research activities, evaluation of oral presentations, and class instruction assessment techniques.

**Text Book:**

* Turban, Efraim (with King, Lee, and Viehland). Electronic Commerce 2012: A Managerial Perspective published by Prentice Hall

**Supplementary Materials**:

* The Companion Website provides additional resources that might be helpful to students, and it can be accessed <http://wps.prenhall.com/bp_turban_ec_2010/>
* PowerPoint slides for all twelve chapters of the textbook are available.  In order to conserve paper, students should print the slides in pure black and white and in a six-slide handout format.  It is very important that students have these lecture notes available for discussion during every class.

**Grading:**

1st Mid Term Exam 20%

2nd Mid Term Exam 20%

Project 10%

Quizzes and Assignments 10%

Final Exam 40%

**Course Outline:**

The tentative content outline for the course is as follows:

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| **Chapter 1: Overview of Electronic Commerce** |
| **Chapter 2: E-Commerce: Mechanisms, Infrastructures, and Tools** |
| **Chapter 3: Retailing In Electronic Commerce: Products and Services** |
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| **Chapter 5: Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce** |
| **Chapter 8: Marketing and Advertising in E-Commerce** |
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| **Chapter 9: E-Commerce Security and Fraud Protection** |
| **Chapter 10: Electronic Commerce Payment Systems** |
| **Chapter 11: Order Fulfillment Along the Supply Chain and Other Support Services** |
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**Attendance:**

Attendance will be taken at the beginning of the class period. If you are late for a class, it is your responsibility to intimate me at the end of the class that you were present. Failure to do so on the day in question will result in you being marked absent for that class. Mobile is not allowed to be used in class at all. Therefore, please keep it off or silent during class time.

**Exams and Quizzes:**

* Quizzes will generally be announced the previous class. A few quizzes may be surprise quizzes to test assigned reading for that day.
* The exams may contain multiple choice, short answer, and problem-based questions. You will be expected to synthesize responses from lectures, cases, and terminology discussed in class for the exam.
* ***First Exam: Sunday 17/5/1436***
* ***Second Exam: Tuesday 25/6/1436***

**THIS SYLLABUS IS SUBJECT TO REVISION.**

**STUDENTS WILL BE GIVEN ADVANCE NOTICE ABOUT CHANGES.**