Department of …Computer Science and IT…

College of …………Science………………….

University of ……Salahaddin…………….

Subject: …………..E-business II …….........

Course Book – Year 3rd IT

Lecturer's name (MSc)Rebin Birzo SALEH

Academic Year: 2022/2023

Course Book

1. Course name	E-business II
2. Lecturer in charge	Rebin Birzo SALEH(MSc)
3. Department/ College	Computer Science/ College of Science
4. Contact	e-mail:rebin.saleh@su.edu.krd
5. Time (in hours) per week	Theory: 2 Practical: 2
6. Office hours	4
7. Course code	
8. Teacher's academic profile	I have finished BSc degree in Software Engineering Department of Salahaddin University 2010. I obtained HCDP scholarship and went to United Kingdom to Study MSc degree 2011. I finished MSc degree with distinction in Bradford University in 2013. In November 2013 I joined teaching methodology course and Obtained Scientific rank in February 2014. I am currently teaching both 3rd and 4th grade students
9. Keywords	E-strategy, Supply-chain, e-procurement, E-business mission and vision.

10. Course overview:

After students learnt about the basics of e-business and e-commerce in the first semester, they are now ready to dive into more details. Although fewer main topics are covered in this semester, they are much more detailed and advanced compared to the beginner's course that "E-business I" was.

In the practical lectures students will become acquainted with other content management systems which will equip them with a competitive edge in today's ever-changing job market. By having a strong theoretical background and the practical skills to go with them, this module aims to help students find jobs not only in the field of IT but also in other private sector companies.

11. Course objective:

In the beginner's course of the first semester the student could gather enough knowledge for getting an entry-level job as somebody who has enough expertise in both the business and the IT sectors.

This course will enable them to further their chances by gaining more in-depth knowledge of how to navigate the business world, hence furthering their future opportunities.

12. Student's obligation
- Students must attend weekly theoretical and practical lectures.
- Students must take part in marked class discussions.
- Students must also attend two exams during the course: two theoretical and two practical.

13. Forms of teaching
- Weekly handouts will be uploaded online for both theoretical and practical lectures along with reading material.
- A projector will be used in the class, as well as a whiteboard, to convey the necessary information to students.
- There may be group discussions in class should the topic in question need such discussions.

14. Assessment scheme
Theoretical exams: 13%

Practical exams: 30%

Theoretical quizzes: 2%

Practical project: 5%

Final theoretical exam: 50%

15. Student learning outcome:

By the end of the course, the student should have an understanding of the following:

- The importance of e-business.
- E-business infrastructure (in terms of both hardware and software components) and managing these components.
- Models of E-business.
- E-business infrastructure.
- Mobile commerce and e-government.

16. Course Reading List and References:
- Chaffey, D. (2009): *E-Business and E-Commerce Management Strategy, Implementation and Practice*. 4th edn. Essex: Pearson Education Limited.

- Combe, C. (2006): *Introduction to E-business Management and strategy*. Butterworth-Heinemann: Oxford

- Thewlis, P. (2008): *WordPress for Business Bloggers*. Birmingham: Packt Publishing Ltd.

- Silver, A. H. (2011): *WordPress 3 Complete. Birmingham*: Packt Publishing Ltd.

- Rahmel, D. (2007): *Beginning Joomla: From Novice to Professional*. New York:

  Springer-Verlag.

- Other relevant papers, websites and books.

17. The Topics:	Lecturer's name
1) Advanced e-business strategies will be covered in this lecture starting with the first level of strategic development. 2) The second level of strategic development will be covered. 3) The third level of strategic development along with multiple methods for conducting this stage will be studied. 4) The fourth and final stage of strategic development will be covered in this lecture. 5) Supply chain management will be defined as well as problems faced during SCM. 6) Models and logistics for SCM will be discussed such as push and pull methods 7) E-business for SCM reconstruction will be discussed including data standardization and HR requirements for SCM. 8) End of term examination 9) An introduction to e-procurement and the process involved in e-procurement will be presented. 10) The risks associated with e-procurement will be discussed as well as the ways to mitigate them. 11) E-marketing: The definition and objectives of e-marketing	Beeza Asim

will provided. In addition, a generic framework for planning e-marketing will be presented. Also, methods for analyzing customer demand and business competitors will be discussed.

12) Social media for e-business: the impact of social media on businesses is discussed.

13) Blogging for e-business: blogging is a simple yet very effective method for any business to reach more customers. Blogging for businesses will be covered in this lecture

14) Customer relation management: This lecture is about the way an e-business can manage relationships with its customers and how it can understand its customer's behaviour

15) The role of governments will be discussed here in affecting and sometimes directing the way any e-business can operate. This is important because e-businesses cannot operate independently and are bound to be affected by certain governmental policies.

18. Practical Topics (If there is any)	
1) Introducing and installing Joomla	Beeza Asim
2) Adding content to Joomla websites	
3) Menus and editing existing ones	
4) Creating menus from scratch	
5) Joomla extension manager, plugins and multimedia	
6) Practical examination	
7) Users and managing user accounts	
8) Introducing access levels and creating new ones	
9) Joomla contacts	
10) Banners and banner settings	

11) Advanced site settings	
12) Templates and languages	
13) Design exercise	
14) Project presentation	
15) Project presentation 2	

19. Examinations:

1. *Compositional:*

Question: What is meant by backward integration?

Answer: It is when customers become self-sufficient enough and capable of producing a certain product by themselves without needing a business to provide it to them. An example is when people become tech savvy enough to build their own small business websites without needing to resort to a web developer or an IT company.

2. *True or false type of exams:*

Question: Vertical integration is when the majority of the supply chain activities ar outsourced.

Answer: False. (Virtual integration)

3. *Multiple choices:*
Question: Minimizing the time and effort needed to complete a process is called____.

A) SMART objectives

B) Efficiency

C) Right channelling

D) Effectiveness

Answer: B

20. Extra notes:

21. Peer review   پێداچوونەوەی هاوەڵ