****

**Department of** …Computer Science and IT…

**College of** …………Science………………….

**University of** ……Salahaddin…………….

**Subject:** …………..E-business I ………......

**Course Book –** Year 3rd IT

Beeza Abdulsatar Asim **MSc**

**Academic Year:** 2021/2022

**Course Book**

|  |  |  |
| --- | --- | --- |
| **1. Course name** | E-business I | |
| **2. Lecturer in charge** | Beeza Abdulsatar Asim | |
| **3. Department/ College** | Computer Science/ College of Science | |
| **4. Contact** | e-mail: beeza.asim@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** | - Acquired a BSc from College of Engineering- Department of Software Engineering in Salahaddin University in 2009  - Graduated with a MSc in Human-Computer Interaction from the University of Nottingham in 2012.  - I have been working in the Department of Computer Science as an assistant lecturer since July 2013. | |
| **9. Keywords** | E-commerce, online shopping, e-business models, e-business infrastructure, e-business strategy. | |
| **10. Course overview:**  The emergence of internet technology has changed our perception of business and the way businesses interact with consumers and with each other. This course covers a range of the most common aspects of e-business such as the e-business models and strategies, e-business infrastructure, e-environment, and so on. It is critical for computer science students to gain a robust knowledge of e-business (especially for those who choose to seek careers in the management of information systems).  Although not very widespread in Kurdistan yet, many companies are starting to build an online presence and have started to build an electronic infrastructure. As such, the job market is in need for those who have an understanding of both the technical and the management sides of business information systems which are complex by nature.  In the theoretical part of the module, students will be introduced to them most important notions of e-business which prepares them for MIS jobs. As for the practical part, content management systems (CMSs) will be used to illustrate what a business website must be like. | | |
| **11. Course objective:**  This course aims to prepare students for jobs in the management of information systems. A person who holds an MIS job is capable of understanding the business side and the tech side of business systems. Hence, he or she will be acting as a link between business and technology experts.  They can also be seen as a supplement for other modules in the department which focus on web programming because the focus is on the administrative aspect of website design. Also, the fact that content management systems and business intelligence tools are introduced in the practical part gives students the advantage of setting up business websites quickly and focusing more on consumer satisfaction. | | |
| **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. An introduction to the course. Followed by introducing e-business and e-commerce. Differences between the two and examples of successful e-businesses.      1. Business and E-business fundamentals will be covered including drivers and barriers for consumer internet adoption. Later, marketplace channel structure will be included. 2. Business and E-business fundamentals (contd.) 3. Models of e-commerce will be defined and explained. A number of these models will be presented and explained as well as their components and taxonomy. 4. Models of e-commerce (contd.) 5. The e-business infrastructure will be discussed. This will include a coverage of infrastructure components in terms of both hardware and software such as voiceover, widgets, emails, netTV and open source software. 6. This lecture is about managing the e-business infrastructure. The topics will include managing hosting providers, speed of access, bandwidth management, and cloud computing for e-business. 7. An introduction to cloud computing will be given and cloud computing models will be covered. Also, cloud computing deployment models will be discussed. Later, the benefits and drawbacks of cloud computing will be mentioned. 8. Cloud computing (contd.) 9. This lecture will be concerned with e-environment and cover a range of social, ethical, legal and economic factors which will be faced by an e-business. It will also discuss the ways in which such issues can be dealt with. 10. Different strategies e-business will be discussed. Also, a model for choosing the best strategies will be presented. Finally, a framework will be presented for strategic analysis. 11. Strategy Objectives: The introducing of strategic objectives and a discussion of creating business values. Methods for setting objectives will be also discussed. 12. The importance of mobile commerce will be covered in this lecture. Also, the benefits and challenges of moving to M-commerce will discussed. 13. 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. | | Beeza Asim |
| **18. Practical Topics (If there is any)** | |  |
| 1. Introducing Content Management Systems (CMSs). 2. Installing WordPress on localhost. 3. Creating the first blog. 4. More blogging options and multimedia management. 5. Changing theme options and layouts. 6. Widgets. 7. Menus. 8. Settings. 9. Plugins. 10. Plugins (contd.) 11. Backing up and maintenance. 12. Hosting. 13. Project presentation. 14. Exam. | | Beeza Asim |
| **19. Examinations:**   1. ***Compositional:***     **Question**: What are e-malls? How do they make money?  **Answer**: E-malls consist of a number of e-shops and the e-mall website acts as a gateway for all the e-shops. Customers can visit an e-mall site and find products from multiple member websites. The e-mall itself makes money by taking membership fees from the e-shops, advertising for each brand and sometimes by taking a fee on each transaction.  ***2.******True or false type of exams:***  **Question**: Pull model does not depend on understanding customers.  **Answer**: False. (Push model)   1. ***Multiple choices:***   **Question**: The most complex e-business model is\_\_\_\_.  **A)** B2B  **B)** B2C  **C)** C2B  **D)** C2C  ***Answer:*** *A* | | |
| **20. Extra notes:** | | |
| **21. Peer review پێداچوونه‌وه‌ی هاوه‌ڵ** | | |