Department of Business Administration

University of Cihan

Subject: Electronic Management

Course Book – Year 3, First Semester

Mustafa Othman Alsaigh MSc

Academic Year: 2023/2024

Course Book

1. Course name	Mustafa Othman Alsaigh
2. Lecturer in charge	
3. Department/ College	Department of Business Administration College of Administrative and financial science
4. Contact	e-mail: mustafa_alsaigh@hotmail.com
5. Time (in hours) per week	Theory: 2
6. Office hours	8am to 2pm during working days
7. Course code	BAD33104
8. Teacher's academic profile	mustafa_alsaigh@hotmail.com

9. Course overview:
   - The world is rapidly becoming more complex, integrated and interconnected with the advent of new technology and media, facilitated via e-commerce.
   - E-commerce, a.k.a. e-business, has penetrated every aspect of business, education, government, society, and our personal lives. Global connectivity is changing the ways in which everyone lives and thinks.
   - Just as with the advent of the personal computer giving rise to completely new and unexpected uses, capabilities and environment, e-commerce technology enables highly innovative and completely new ways of relating, learning, communicating, living, and conducting business.
   - The advent of mobile commerce and "convergence" of technologies enabling "pervasive computing" will give rise to a highly interconnected world and society, heralding phenomenal, challenging and exciting changes.

10. Course objective:
   - To create a comprehensive awareness of e-commerce (e-business), beginning with the "basics", i.e. terms, concepts and definitions, working toward and facilitating a wide understanding and appreciation of e-commerce (e-business) applications, and the vital role they play in modern business practice.
   - To cultivate a manager-style understanding and appreciation of e-business through application of the concepts of e-commerce to

selected examples and business cases.
- **To cultivate an entrepreneur-style understanding and experience via an e-business plan team project & presentation**

11. Student's obligation
- **Attend all lectures**
- **Commitment to perform examinations**
- **Abide by the rules and the system of the university**

12. Student learning outcome:

1. **To demonstrate an awareness of the main components and concepts of e-commerce, and the vital role it plays in modern business practice.**

2. **To demonstrate an understanding of the concepts of e-commerce, and the ability to apply these concepts in application to selected examples and business cases.**

3. **To demonstrate an understanding of the concepts and applications of e-commerce, via a "hands on" experience in developing and presenting a team e-business plan project.**

13. Course Reading List and References:
- **E-Business and E-Commerce, 2/E , Dave Chaffey, Prentice Hall,**

14. The Topics:

Chapter 1   Introduction to E-Commerce:

Chapter 2   E-Commerce, E-Marketplaces:

Chapter 3   Online Retailing & Applications

Chapter 4   Online Marketing & Research,

Consumer Behaviour, CRM:

Chapter 5   Online Advertising:

Chapter 6   Project Proposal & Team Formation

Chapter 7   Launching an Online Business: Architecting an e-Business & Website Design

Chapter 8   Launching an Online Business:

Architecting an e-Business & Website Design
Chapter 9   Electronic Payment Systems:

15. Examinations:
1. Compositional: In this type of exam the questions usually starts with
Explain how, What are the reasons for…? Why…? How….?
With their typical answers

What are the E-business opportunities?

Why E-Marketplaces Have So Many Failed? Just write the main points.