

## E-Commerce (CUE)

### 1. Information on the Programme

<b>1.1. Higher Education Institution</b>	Cihan University Sulaymaniyah
<b>1.2. College</b>	Science
<b>1.3. Department</b>	Computer Science
<b>1.4. Field of Study</b>	E-Commerce
<b>1.5. Cycle of Study<sup>1</sup></b>	1
<b>1.6. Specialization/ Study Programme</b>	Computer Science
<b>1.7. Form of Education</b>	Full Time

### 2. Information on the Discipline

<b>2.1. Discipline Name</b>				E-Commerce				
<b>2.2. Code</b>								
<b>2.3. Language:</b>				English				
<b>2.4. (Theory) Lecturer</b>				Assistant Lecturer Sherko Hama law Murad				
<b>E-mail:</b>				<a href="mailto:sherko.murad@sulicihan.edu.krd">sherko.murad@sulicihan.edu.krd</a>				
<b>Tel:</b>				(+964)-07702452429				
<b>2.5. Practical/Seminar/ Laboratory/ Project Lecturer</b>				Assistant Lecturer Sherko Hama law Murad				
<b>e-mail:</b>				<a href="mailto:sherko.murad@sulicihan.edu.krd">sherko.murad@sulicihan.edu.krd</a>				
<b>Tel:</b>				(+964)-07702452429				
<b>2.6. Year of Study</b>	Third	<b>2.7 Semester</b>	Five	<b>2.8. Assessment Type<sup>2</sup></b>	Written exam	<b>2.9. Discipline Status</b>	Content <sup>3</sup>	CD
							Mandatory <sup>4</sup>	MD

### 3. Total estimated time (Teaching Hours per Semester)

Total Contact Hours:		52										
Total Self Study Hours:		110										
Total No. Hours:		162										
ECTS:		06										
No. of Weeks	Contact Hours					Self-Study						
	Theoretical	Practical	Lab.	Project	Visit	Quiz	Reading	Assignment	Report	Midterm Exam.	Final Exam.	
1 <sup>st</sup> Week (Registration)	-	-	-	-	-	-	-	-	-	-	-	
2 <sup>nd</sup> Week	2	2					2			10	20	
3 <sup>rd</sup> Week	2	2				2	2	6				
4 <sup>th</sup> Week	2	2				2	2					
5 <sup>th</sup> Week	2	2				2	2		8			
6 <sup>th</sup> Week	2	2					2					
7 <sup>th</sup> Week	2	2					2					
8 <sup>th</sup> Week	2	2					2			10		
9 <sup>th</sup> Week	2	2				2	2	8				
10 <sup>th</sup> Week	2	2				2	2					
11 <sup>th</sup> Week	2	2					2					
12 <sup>th</sup> Week	2	2				2	2		8			
13 <sup>th</sup> Week	2	2				2	2					
14 <sup>th</sup> Week	2	2					2					
15 <sup>th</sup> Week ( Final Exam.)												
16 <sup>th</sup> Week ( Final Exam.)												
TOTAL	26	26				14	26	14	16	20	20	

#### 4. Prerequisites (if applicable)

4.1 Curriculum-Related	Introduction to E-Commerce
4.2 Skills-Related	Dreamweaver software

#### 5. Conditions (if applicable)

5.1. For the Theoretical	<ul style="list-style-type: none"><li>-Read and comprehend the textbook material with examples.</li><li>-Attend all the classes and take notes on class discussions.</li><li>-Actively participate in class discussions and activities.</li><li>-Submit all the assignments and reports on deadline.</li><li>-Pass tests and quizzes.</li></ul>
5.2. For the Practical	All students are normally required to attend the Lab; take part in lectures through applying the exercises on the computer or as quizzes.

#### 6. Cumulated Specific Competences

Professional Competencies	<p>Digital Marketing &amp; SEO – Ability to design and implement online marketing strategies, including search engine optimization (SEO), search engine marketing (SEM), and social media campaigns.</p> <p>E-Commerce Platforms &amp; Tools – Proficiency in platforms such as Shopify, WooCommerce, Magento, or custom solutions, including product catalog management, payment gateways, and order fulfillment.</p> <p>Web &amp; Mobile Usability – Understanding of user experience (UX) and user interface (UI) design, with skills to optimize online stores for mobile devices and accessibility.</p>
Transversal competences	<p>Key transversal competences include:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Communication <b>Skills</b> – Ability to communicate effectively with customers, suppliers, and team members across different channels.</li><li><input type="checkbox"/> Critical <b>Thinking &amp; Problem-Solving</b> – Capacity to analyze challenges, evaluate alternatives, and implement effective solutions in dynamic e-commerce environments.</li><li><input type="checkbox"/> Teamwork <b>&amp; Collaboration</b> – Skills to work efficiently in multidisciplinary and multicultural teams, both in-person and remotely.</li><li><input type="checkbox"/> Adaptability <b>&amp; Flexibility</b> – Openness to change and readiness to adopt new technologies, tools, and market trends.</li><li><input type="checkbox"/> <b>Entrepreneurial Mindset</b> – Ability to identify opportunities, take initiative, and innovate within e-commerce contexts.</li></ul>

#### 7. Discipline Objectives (Based on the cumulated specific Competences)

<b>7.1. General Objective</b>	The general objective of IT project management is to ensure the successful planning, execution, and delivery of technology projects by applying effective management practices, optimizing resources, and aligning outcomes with organizational goals.
<b>7.2. Specific Objectives</b>	<ul style="list-style-type: none"> <li>▪ To plan project scope, schedule, and budget effectively using standardized methodologies.</li> <li>▪ To allocate and manage resources (human, financial, and technical) efficiently.</li> <li>▪ To identify, assess, and mitigate risks throughout the project lifecycle.</li> <li>▪ To ensure clear communication and collaboration among stakeholders and team members.</li> <li>▪ To monitor project progress using tools and performance indicators for timely adjustments.</li> <li>▪ To deliver project outcomes that meet quality standards and align with organizational goals.</li> <li>▪ To promote adaptability and continuous learning in response to technological changes.</li> </ul>

## 8. Content

Week	8.1. Theoretical-Number of Hours	Teaching methods	Observation
1	Registration		
2	What is E-Commerce Unique Features of E-Commerce Major Trends in E-Commerce Technology 2024 Types of E-Commerce History of E-Commerce The Advantages of E-Commerce The Disadvantages of E-Commerce	lecture	<b>1 lecture = 2 hours</b>
3	The Internet: Technology Background Domain Name, DNS and URL Client-Server Computing Cloud Computing Internet Protocols Web Generations Intelligent Digital Assistant	lecture	<b>1 lecture = 2 hours</b>

4	E-Commerce Security Environment Dimensions of E-Commerce Security Security Threats in the E-commerce Environment A Typical E-commerce Transaction Vulnerable Points in an E-commerce Transaction Security Threats in the E-Commerce Environment Class Activity	lecture	<b>1 lecture = 2 hours</b>
5	Building an E-Commerce Site Pieces of the Site-Building Puzzle The Systems Development Life Cycle (SDLC) E-Commerce Merchant Server Software Important Factors in Successful E-Commerce Site Design	Lecture	<b>1 lecture = 2 hours</b>
6	Marketing Advertising Consumers Online: The Internet Audience and Consumer Behavior A General Model of Consumer Behavior The Online Purchasing Decision The Consumer Decision Process and Supporting Communications A Model of Online Consumer Behavior Introduction to Social, Mobile, and Local Marketing Social Media Marketing Mobile Marketing Local Marketing	Lecture	<b>1 lecture = 2 hours</b>
7	<b>MIDTERM EXAM 1</b>		
8	E-Commerce Key Performance Indicators (KPIs) Common KPIs for E-Commerce Web Analytics Tools and Metrics Common Web Analytics Metrics Conversion Tracking Conversion Optimization Supply Chain Management (SCM) How does Supply Chain Management Work? Features of Supply Chain Management	Lecture	<b>1 lecture = 2 hours</b>
9	Understanding Ethical, Social and Political Issues in E-Commerce A Model for Organizing the Issues The Moral Dimensions of the Internet Society Basic Ethical Concepts Privacy and Information Rights Threats to Privacy Information Collected at E-Commerce Sites	Lecture, Quiz	<b>1 lecture = 2 hours</b>

	Intellectual Property Rights Intellectual Property Protection		
10	Legal Framework for E-Commerce: E-Commerce Legal Framework Rights and Obligations in the World of E-commerce Copyrights Defamation Privacy	Lecture	<b>1 lecture = 2 hours</b>
11	E-Security: Security for E-commerce Security Design Analyzing risk E-Banks and Security – safety of E-Commerce Online Shopping with confidence	lecture	<b>1 lecture = 2 hours</b>
12	Mobile Commerce: Challenges of E-commerce Global Mobile E-Commerce Secure Mobile Commerce Secured Payments through Mobile First Mobile Commerce Service	lecture	<b>1 lecture = 2 hours</b>
13	Review	lecture	<b>1 lecture = 2 hours</b>
14	• Final exam	lecture	<b>1 lecture = 2 hours</b>

week	8.2. Practical Works–Number of Hours	Observation
1	Registration	
2	Lecture	<b>1 lecture = 2 hours</b>
3	Lecture	<b>1 lecture = 2 hours</b>
4	Lecture	<b>1 lecture = 2 hours</b>
5	Lecture, assignment	<b>1 lecture = 2 hours</b>
6	Lecture	<b>1 lecture = 2 hours</b>
7	<b>MIDTERM EXAM 1</b>	<b>2 hours</b>
8	Lecture	<b>1 lecture = 2 hours</b>
9	Lecture	<b>1 lecture = 2 hours</b>

10	Lecture	1 lecture = 2 hours
11	<b>MIDTERM EXAM 2</b>	<b>2 hours</b>
12	Lecture	1 lecture = 2 hours
13	Lecture	1 lecture = 2 hours
14	Lecture	1 lecture = 2 hours

*Compulsory bibliography: Key references:*

*E- commerce: An Indian Perspective, 3<sup>rd</sup> ed.*

*Optional Bibliography:*

*E- commerce: An Indian Perspective, 3<sup>rd</sup> ed.*

## 9. Assessment

Type of Activity	9.1. Assessment Criteria <sup>2</sup>	9.2. Assessment Type	9.3. Percentage of the final Grade
<b>9.4. Theoretical</b>	Mid-term (30%)	Exam	<b>%30</b>
<b>9.5. Practical/ Seminar/Laboratory</b>	Final-Exam (50%)	Exam	<b>%40</b>
<b>9.6. Activity during Semester</b>	Quizzes (10%) Assignment (5%) Attendance (5%) Project (10%)	Exam	<b>%30</b>

**Minimum performance Standards:**

<b>Theoretical Lecturer</b>	<b>Sherko H. Murad</b>
<b>Practice Lecturer</b>	<b>Sherko H. Murad</b>

<b>Approved by the Curriculum development Committee:</b>	
1	
2	
3	
<b>Head of the Department/ Dean</b>	Dr. Esan Kanbar