



COURSE DESCRIPTIONS

Faculty	Science and Information Technology				
Department	Computer science			NQF level	6
Course Title	e-commerce	Code	501215	Prerequisite	-----
Credit Hours	3	Theory	3	Practical	0
Course Leader	Dr. Maen Alrashdan	email	dr.maen@jadara.edu.jo		
Lecturers	Dr Maen Alrashdan	emails	dr.maen@jadara.edu.jo		
Lecture time	10.00-11.30 Sun-Tus	Classroom	D-107		
Semester	First	Production		Updated	2021-2022
Awards	Bachelor Degree			Attendance	Fulltime

Short Description
This module provides the framework of e-commerce operations, encompassing four main elements: (i) the operational structures of e-commerce, (ii) the trading elements in e-commerce, including the risks, standards and security perspectives, (iii) the managerial aspects of e-commerce supply chain, and (iv) the marketing aspects in e-commerce transactions.
Course Objectives
<p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • The students should be familiar with E-commerce fundamentals and technology basics. • The students should learn the purpose of product management in E-commerce and how to improve the product management. • The students should have the skill to recognize the factors that influence consumer behavior. • The student should be able to evaluate the demand level and the digital marketing strategy. • The student should have the skills of using the suitable analysis method of E-commerce.

Learning Outcomes
A. Knowledge - Theoretical Understanding
The student upon completion this course will be able to a1: Understand the fundamentals of E-commerce, product management, and consumer behavior.(K1)
B. Knowledge - Practical Application
The student upon completion this course will be able to a2: Recognize the technology basics of E-commerce, the purpose of product management, digital marketing strategy and the factors that improve consumer behavior .(K2)
C. Skills - Generic Problem Solving and Analytical Skills
The student upon completion this course will be able to b1: Analyze the demand level, suitable digital marketing level and the method of E-commerce. (S1)
D. Skills - Communication, ICT, and Numeracy

b2: Apply the best method of social media marketing, the processes of E-logistic and security of E-commerce . (S2)
E. Competence: Autonomy, Responsibility, and Context
Teaching and Learning Methods
Lectures, tutorials and cases.
Assessment Methods
Exams, quizzes and assignment

Course Contents					
Week	Hours	CLOs	Topics	Teaching & Learning Methods	Assessment Methods
1	3	a1, a2	Introduction	Lectures and tutorials	Exam
2	3	a1, a2	Overview of E-commerce	Lectures and tutorials	Exam
3	3	a1, a2	Product Management	Lectures and tutorials	Exam and quiz
4,5	6	a1, a2	Customer behavior	Lectures and tutorials	Exam
6,7	6	a1, a2	Digital Marketing Environment	Lectures and tutorials	Exam and quiz
8	3	a1, a2, b1	Social Media & Search Engine	Lectures and tutorials	Exam
9,10	6	a2	E-commerce analytical	Lectures and tutorials	Exam
11,12	6	b2	Security aspects in E-commerce	Lectures and tutorials	Assignment
13	3	a1, b1, b2	E-logistics		Exam
14	3	b1, b2	Review		

Infrastructure	
Textbook	Laudon, K.C. and Traver, C.G. (2017) E-Commerce 2017, 13th Edition, Pearson, ISBN-10: 0134601564, ISBN-13: 978-0134601564.
References	Turban, E. ,Whiteside, J., King, D. and Outland, J. (2017) Introduction to Electronic Commerce and Social Commerce, 4th Edition, Springer, ISBN-13: 978-3319500904.
Required reading	
Electronic materials	Available on : http://elearning.jadara.edu.jo
Other	

Course Assessment Plan									
Assessment Method		Grade	CLOs						
			a1	a2	b1	b2	b3	c1	
Midterm		30 %	20%	10%	0%	0%	0%	0%	
Second (if applicable)		0%	0%	0%	0%	0%	0%	0%	
Final Exam		50%	15%	15%	10 %	10 %	0 %	0 %	
Coursework		20%	0%						
Coursework assessment methods	Assignments	5%	0%	0%	0%	5%	0%	0%	
	Case study	0%	0%	0%	0%	0%	0%	0%	
	Discussion and interaction	0%	0%	0%	0%	0%	0%		
	Group work activities	0%	0%	0%	0%	0%	0%	0%	
	Lab tests and assignments	0%	0% online						
	Presentations	5%	0%	0%	5%	0%	0%	0%	
	Quizzes	10%	0%	10%	0%	0%	0%	0%	
Total		100 %	35%	35%	15%	15%	0%	0%	

Plagiarism
<p>Plagiarism is claiming that someone else's work is your own. The department has a strict policy regarding plagiarism and, if plagiarism is indeed discovered, this policy will be applied. Note that punishments apply also to anyone assisting another to commit plagiarism (for example by knowingly allowing someone to copy your code).</p> <p>Plagiarism is different from group work in which a number of individuals share ideas on how to carry out the coursework. You are strongly encouraged to work in small groups, and you will certainly not be penalized for doing so. This means that you may work together on the program. What is important is that you have a full understanding of all aspects of the completed program. In order to allow proper assessment that this is indeed the case, you must adhere strictly to the course work requirements as outlined above and detailed in the coursework problem description. These requirements are in place to encourage individual understanding, facilitate individual assessment, and deter plagiarism.</p>