

Module (E-Commerce) Catalogue 2023-2024

College/ Institute	Erbil Technology College	
Department	Information and Communication Technology Engineering	
Module Name	E-Commerce	
Module Code	ECO605	
Degree	Technical Diploma <input type="checkbox"/>	Bachelor <input checked="" type="checkbox"/>
	High Diploma <input type="checkbox"/>	Master <input type="checkbox"/> PhD <input type="checkbox"/>
Semester	6 th	
Qualification	Master of Computer Engineering	
Scientific Title	Lecture	
ECTS (Credits)	6	
Module type	Prerequisite <input type="checkbox"/>	Core <input checked="" type="checkbox"/> Assist. <input type="checkbox"/>
Weekly hours	4	
Weekly hours (Theory)	(2)hr Class	(53)Total hrs Workload
Weekly hours (Practical)	(2)hr Class	(104.5)Total hrs Workload
Number of Weeks	12	
Lecturer (Theory)	Haval Ahmed Abdulrahman	
E-Mail & Mobile NO.	haval.abdulrahman@epu.edu.iq	
Lecturer (Practical)	Haval Ahmed Abdulrahman	
E-Mail & Mobile NO.	haval.abdulrahman@epu.edu.iq	
Websites		

Course Book

<p>Course Description</p>	<p>This course introduces an overview of the types of e-commerce: B2B, B2C, and C2C. Electronic Markets: Structure, Mechanisms, Economy, and Implications; e-commerce retail: products and services, consumer behavior, online market studies, customer relationship management, online advertising, e-procurement, portals and exchanges, electronic supply chains, collaborative commerce; commerce and mobile computing; auctions, e-business security, electronic payment systems, order fulfillment, content management, and other support services; e-business strategy, launching a successful business on the Internet; Legal, ethical and social implications of e-business, infrastructure construction and e-commerce applications. e-government , e-learning, and other e-business applications.</p>
<p>Course objectives</p>	<p>This course aims to provide an understanding of E-Business and its associated technologies. The basics of online commerce will be introduced along with the elements that are particular to an electronic market place. Learning activities concentrate on the use of these tools for the purpose of finding viable E-Commerce solutions.</p> <ul style="list-style-type: none"> ▪ Provide the students an understanding of E-Business and E-Commerce in the digital world. ▪ Teach and demonstrate students how E-Business concepts can be applied in diverse business situations. ▪ Introduce various E-Business models and marketplace structures. ▪ Introduce web based application development. ▪ Acquire web development skills. ▪ Build an understanding of web application architectures.
<p>Student's obligation</p>	<p>The student must :</p> <ol style="list-style-type: none"> 1 -Attendance the theoretical and practical lectures 2- Completion of all homework, tests, lab activities and exams. 3- Present the reports and seminar.
<p>Required Learning Materials</p>	<ol style="list-style-type: none"> 1- Present the lecture by PowerPoint slides using data show 2- White board 3- Note Book 4- Book

Evaluation	Task		Weight (Marks)	Due Weeks	Relevant Learning Outcome
	Paper Review				
	Assignments	Homework	5%	4	
		Class Activity	2%		
		Report	10%	1	
		Seminar		1	
		Essay			
		Project		1	
	Quiz		8%	4	
	Lab.		10%	1	
	Midterm Exam		25%	2	
Final Exam		40%	2		
Total		100%			
Specific learning outcome:	<ol style="list-style-type: none"> 1. Understand the scope of E-Business and E-Commerce and what are the benefits and barriers to adoption. 2. Identify E-Business models and marketplace structures enabled by Information and Communication Technologies. 3. Demonstrate the understanding of using E-Business applications and developing E-Business strategy. 4. Explain the social media perspective of E-Business. 5. Apply marketing techniques that apply E-Commerce concepts for acquiring and retaining customers. 6. Develop and apply web application technologies. 7. Demonstrate professional skills within a web development environment. 8. Assess, select and apply web application development skills within a business context. 9. Access and explain the organization of code libraries. 10. Recognize and evaluate alternative web development technologies. 				
Course References:	<ol style="list-style-type: none"> 1- Gary P. Schneider, E-Business 10th Edition, 2013, Cengage Learning, ISBN-13: 978-1133526827 2- Jeffrey C. Jackson, Web Technologies: A Computer Science Perspective, 1st Edition, 2018, Prentice Hall ISBN-13: 978-0131856035 				

Course topics (Theory)	Week	Learning Outcome
Electronic Commerce, E-Commerce Categories, Advantages Of E-commerce, Disadvantages Of E-commerce.	1	Understanding of topic headings
Threats of E-commerce, Features of E-Commerce, Business models of e-commerce.	2	Understanding of topic headings
E-Governance, Different Types of Networking For E-Commerce, Wireless Application Protocol.	3	Understanding of topic headings
Technological convergence, Technology Implications, Collaborative Product Development, Content Management System, Web Traffic.	4	Understanding of topic headings
Content marketing, Call centre, Components of call centre, Customer-Premises Equipment.	5	Understanding of topic headings
Supply Chain Management, Features Of Supply Chain Management, Components Of Supply Chain Management, Measuring A Supply Chain's Performance, Advantages of Internet/E-Commerce Integrated Supply Chain, Disadvantages of Internet/E-Commerce Integrated Supply Chain.	6	Understanding of topic headings
E-Payment System, Types of Electronic Payment Systems, E-Cash, Electronic Checks, Smart Cards & Electronic Payment Systems, Risks in Electronic Payment systems.	7	Understanding of topic headings
Electronic payments Issues, Electronic Data Interchange (EDI), EDI layered architecture, Applications of EDI, EDI Protocols.	8	Understanding of topic headings
E-Marketing, Tele Marketing, Security Threats to E-commerce, Security Requirements For E-Commerce, Security policy for E-commerce, Firewall, Digital Signatures, Digital Certificate.	9	Understanding of topic headings
Enterprise Resource Planning, Functional areas of ERP, Benefits of ERP, Disadvantages of ERP.	10	Understanding of topic headings
Business Process Redesign, Knowledge Engineering, Business Modules In ERP.	11	Understanding of topic headings
ERP Market, Enterprise application integration(EAI).	12	Understanding of topic headings

Practical Topics	Week	Learning Outcome
Practical Part :Using HTML, PHP & MySQL tutorial to write web design for e commerce trading companies	1-12	Managing websites and linking them to theoretical topics

Questions Example :

Q1:State whether the following statements are true or false.

1. **E-commerce focuses on the exchange of products and services through personal interactions.**

Ans. False

2. **In E-commerce delivery of goods or services is instant**

Ans. False

Q2: Fill in the following blanks:

1. **Commerce is nothing but ____ and ____ of goods.**

Ans. Buying, selling

2. **E-commerce is also referred as a ____ exchange of business information using EDI, E-mail, etc.**

Ans. Paperless or Online

Q3:Multiple Choice Questions:

1. Which of the following is an example of B2C model?

1. OLX
2. Tata communications network provider
3. Amazon
4. Blog post

Ans. 3

2. In this model, consumers have products or services of value that can be consumed by businesses.

1. B2C
2. C2C
3. C2B
4. B2B

Ans. 3

Extra notes:

Making the topics covered in the semester compatible with reality of the educational. Covering more than 80% of the prescribed subjects to improve the scientific level of students and preserve the standardization of **Bachelor** programs.

External Evaluator

I confirm that the syllabus given in the attached course book is sufficient and covers the required areas needed for the students.

Signature