

Kurdistan Region Government

Ministry of Higher Education and Scientific Research

Erbil Polytechnic University

**Module (Course Syllabus) Catalogue**

**2022-2023**

|  |  |  |
| --- | --- | --- |
| **College/ Institute** | **Erbil Technical Administration College** | |
| **Department** | **International Marketing and language** | |
| **Module Name** | **E-Business Management** | |
| **Module Code** | EBM505 | |
| **Degree** | **Technical Diploma Bachelor High Diploma Master PhD**  × | |
| **Semester** | Fifth **Semester** | |
| **Qualification** |  | |
| **Scientific Title** |  | |
| **ECTS (Credits)** | **4** | |
| **Module type** | **Prerequisite Core Assist.**  × | |
| **Weekly hours** |  |  |
| **Weekly hours (Theory)** | **( 1 )hr Class** | **( )Total hrs Workload** |
| **Weekly hours (Practical)** | **( 2 )hr Class** | **( )Total hrs Workload** |
| **Number of Weeks** | **12** | |
| **Lecturer (Theory)** | **Shirzad Mohammed Mahdi** | |
| **E-Mail & Mobile NO.** | [**shirzad.mahdi@epu.edu.iq-**](mailto:shirzad.mahdi@epu.edu.iq-) **07503605533** | |
| **Lecturer (Practical)** |  | |
| **E-Mail & Mobile NO.** |  | |
| **Websites** | [**www.epu.edu.iq**](http://www.epu.edu.iq) | |

**Course Book**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Description** | The Internet has changed the way companies carry out their businesses. The primary objective of this course is to introduce concepts, tools and approaches to electronic business to the post- graduate and undergraduate students. Further, the subject will help the students to develop skills to manage businesses in the digital world. The course will cover following aspects of E-Business Systems. ·         Part 1:  Foundations of E-Business systems  ·         Part 2: Infrastructure  ·         Part 3: Functional Areas  ·         Part 4: Decision Support for E-Business Systems   The course provides a balance approach including concepts from technology and management. The purpose of this course is to provide students with an opportunity to develop an understanding of current trends in the evolution of the “Digital Economy” and the specific issues related to doing business in this new economy. Thus, the focus will be on the practical implications in the field of Electronic Business, and its current trends. Students will gain practical and theoretical knowledge of how new e-Business applications and models allow enterprises to operate digitally, or engender new business ventures. The course will take a business and technical perspective. Students are expected to bring a good understanding of the use of the Internet, as well as a basic competence in such fields as business marketing, accounting and the use of information technology. In this course they will learn how to apply their knowledge to this continuously emerging field. | | | | | |
| **Course objectives** | The students in this course will build on previous knowledge and experiences of business fundamentals and the application of technology to support business operation in a digital marketplace. ITM350 concentrates on the application of technology to support e-Business strategy and initiatives in today’s digital economy. The learning objectives for this course are: (1) to develop a comprehensive knowledge of e-Business models; (2) to acquire the skills to analyse the effectiveness of an organization’s Internet presence and e-Business initiatives; and (3) to develop the competencies to investigate potential opportunities in the e-Business domain. The objectives of the course are to enable students to develop and improve skills in: 1 understanding of the fundamental social, business and technology drivers in the digital economy; 2 understanding the current status of e-Business and follow its evolution; 3 explaining how basic business functions (such as marketing, sales, manufacturing, distribution and customer service) are be impacted by e-Business; 4 discussing outstanding issues in this new field (such as copyright, privacy, consumer protection, taxation and payment flows), as well as likely future developments; 5 thinking critically about e-Business initiatives and opportunities; and developing their own e-Business ventures. | | | | | |
| **Student's obligation** | Course aims. This integrated approach to education prepares graduates to work in **E-Business Management** and related electronic business professions both locally and internationally. | | | | | |
| **Required Learning Materials** | استخدام وسائل **باستخدام (Data Show)، (Power Point)، (Weight Board) .**  **-** الحلقات النقاشية اثناء المحاضرة مع امكانية عرض الافلام العلمية اذا سمح الوقت مع استخدام اسلوب الحلقات النقاشية لبعض المواضيع**.** | | | | | |
| **Evaluation** | ‌ **Task** | | **Weight (Marks)** | | **Due Week** | **Relevant Learning Outcome** |
| Paper Review | |  | |  |  |
| Assignments | Homework | 10 | | 1-12 |  |
| Class Activity | 2 | | 1-12 |  |
| Report | 0 | | 1-12 |  |
| Seminar | 0 | | 1-12 |  |
| Essay | 0 | | 1-12 |  |
| Project | 16 | | 1-12 |  |
| Quiz | | 8 | | 1-12 |  |
| Lab. | |  | |  |  |
| Midterm Exam | | 24 | |  |  |
| Final Exam | | 40 | |  |  |
| Total | | 100 | |  |  |
| **Specific learning outcome:** | Learning outcomes describe what students are expected to have learned or achieved; as a result, they usually describe what students will be capable of doing, or what evidence will be provided to substantiate learning. | | | | | |
| **Course References‌:** | Books and references  1. Management Information Systems: Managing the Digital Firm, Laudon and Laudon, Pearson  2. Scaling for E-Business, Menasce & Almeida, PHI  3. eBusiness & eCommerce – Managing the Digital Value Chain, Meier & Stormer, Springer  4. eBook is available in springerlink.com  5. Some reference books, Internet Resources, and Research Papers | | | | | |
| **Course topics (Theory)** | | | | **Week** | | **Learning Outcome** |
| Course layout  **Week 1:**  Introduction to E-Business  **Week 2:** Making Functional Areas E-Business Enabled : Value chain and supply chain, inter and intra organizational business processes, ERP  **Week 3:**   Making Functional Areas E-Business Enabled : E-Procurement  **Week 4:**   Making Functional Areas E-Business Enabled : E-marketing, E-Selling, E-Supply Chain Management  **Week 5:**   Technologies for E-Business: Internet and Web based system  **Week 6:**   Technologies for E-Business: Security and payment systems  **Week 7:**   Technologies for E-Business: Supply chain integration technologies (EDI, RFID, Sensors, IoT, GPS, GIS)  **Week 8:**   Technologies for E-Business: Supply chain integration technologies (Web services and cloud)  **Week 9:**    Decision Support in E-Business: Web analytics  **Week 10:**  Decision Support in E-Business: Customer behavior modeling  **Week 11:**  Decision Support in E-Business: Auctions  **Week 12:**  Decision Support in E-Business: Recommender systems  **Questions Example Design**   1. **What type of Basic Ethical Concepts ?(5)**  * **Ethics**   + **Study of principles used to determine right and wrong courses of action** * **Responsibility & Accountability** * **Liability**   + **Laws permitting individuals to recover damages** * **Due process**   + **Laws are known, understood**   + **Ability to appeal to higher authorities to ensure laws applied correctly**  1. **Could you please explain a Model for Organizing the Issues?** **(5)**   Issues raised by Internet and e-commerce can be viewed at individual, social and political levels. Four major categories of issues: Information rights. Property rights. Governance. Public safety and welfare.   1. **These include the internal systems and processes of a business like : (5)**    1. Customer relationship management.    2. Enterprise resource planning.    3. Document management systems.    4. Human resources management.    5. All of the above.    6. Not All of the above. 2. **Understanding Ethical, Social, and Political Issues in E-Business:**  **Internet technology and its use in e-business disrupts existing social and business relationships and understandings. Costs and benefits of technology must be carefully considered, especially when there are as yet no clear-cut legal or cultural guidelines.(5)** 3. **True B. False** | | | | | | |
| **Extra notes:** | | | | | | |
| **External Evaluator** | | | | | | |