



# Faculty of Information Technology

## COURSE SYLLABUS

<b>Course Name</b>	<b>Electronic Commerce and Marketing Systems</b>
<b>Course No.</b>	<b>31461</b>
<b>Prerequisite</b>	<b>31381 (Internet Technology)</b>
<b>Credit Hours</b>	<b>3</b>
<b>Instructor</b>	<i>Dr. Ezz Hattab (ezz@ammanu.edu.jo)</i>

## COURSE DESCRIPTION

The explosion of Internet technologies is revolutionizing a new generation of businesses. With time, more and more types of businesses have become available electronically. Nowadays we can buy goods online, book vacations or have texts translated over the Internet in an instant. Home banking, for example, is one application that is already provided by most banks around the world. Looking up an account balance, transferring money and performing other transactions are done every day by millions of people

This course is designed to explore both the technical and business-related implications of electronically mediated commerce. It traces the development of electronic commerce from its origins in electronic data interchange to its current growing importance. The potential of electronic commerce for future development is also explored.

## COURSE SYLLABUS:

1. Overview of E-Business
2. Building EC Applications and Infrastructure
3. E-tailing
4. E- Marketing Strategies
5. E-Business Security
6. E-Business Legal Issues

## COURSE OBJECTIVES

On successfully completing the module, the student will be expected to be able to:

- Understand the concept of e-commerce
- Appreciate business models for B2B and B2C e-commerce
- See how the use of broadband telecommunications can bring about economic and social regeneration .
- Determine how best an organization can make strategic use of the facilities provided by the Information Superhighway in order to achieve its goals .
- Understand some of the new forms of organizational structure and work that can be brought about through advanced telecommunications and GroupWare .

## EVALUATION

- Examination 30%



- Continuous Assessment 20%
- Continuous Assessment 50%

## REFERENCES, TEXTBOOKS AND SUPPORTING MATERIALS

### Textbook:

**Electronic Commerce: A Managerial Perspective,**  
Prentice Hall, 2004, E. Turban, D. King, J. Lee, and D. Viehland,

### List of references:

- **The e-business (r)evolution living and working in an interconnected world**, Second Edition, Daniel Amor, Prentice Hall PTR, 2002
- The Digital Economy, D. Tapscott, McGraw-Hill, 1996.
- Being Digital, N. Negroponte, Hodder & Stoughton, 1995.
- Digital Business, R. Hammond, Hodder & Stoughton, 1996.
- Business @ The Speed of Thought, B. Gates, Penguin, 2000.
- Electronic Commerce: A Manager's Guide, R. Kalkota & A. Whinston, 1996, Addison-Wesley.
- Internet Commerce: Digital Models for Business, E. Lawrence, B. Corbitt, A. Tidwell, J. Fisher & J. Lawrence, 1998, John Wiley.
- The Future of the Electronic Marketplace, Derek Leebaert, 2000, MIT Press.
- Principles of Internet Marketing, Ward Hanson, 2000, South-Western College Publishing.

### Journals.

- Electronic Markets Journal
- International Journal of Electronic Commerce

### Websites.

- [www.ecomercenews.com](http://www.ecomercenews.com)
- [www.itpapers.com](http://www.itpapers.com)

WEEK	Chapter	Topics	Classes
1, 2	1	Overview of E-Commerce	6
3,4	2	E-Marketplace: Structure, Mechanisms, economics, and Impacts.	6
5,6,7	3	Retailing in E-Commerce: Products & Services Consumer Behavior, Online Market research, CRM.	9
8, 9	5	Online Advertising	6
10	12	E-Commerce security	3
11	13	E-Payment systems	3
12,13,14	14	Order Fulfillment, content management and other support services	9
Total			42



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