

<b>Course Title and Code</b>	<b>IT 473 Electronic Commerce Systems</b>
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**I. Course Identification and General Information:**

<b>Course Title</b>	Electronic Commerce Systems	<b>Course Code</b>	IT 473	<b>Pre-requisite</b>	IT 352
<b>Department</b>	Information Technology	<b>Course Level</b>	9,10	<b>Credit Hours</b>	3(3+0)

**II. Course Description/Topics: The following course topics will be covered.**

Strategic planning for EC adoption; Business design and architecture for EC applications; Web-based marketing strategies and models; E-Commerce Project Management; Public Policy and Legal Issues of Privacy; Socio-Technical Infrastructure for E-Commerce; Risk Management in E-Commerce Initiatives; E-Transformation; Measuring Effectiveness of E-Commerce Projects; EC and organizational change management; EC and competitiveness; Success and failure in EC implementation; Retailing in E-Commerce; E-Commerce in Banking; Advertisement in E-Commerce; E-Commerce and Online Publishing; E-Commerce in Manufacturing; E-Commerce and Supply Chain Management; E-Commerce and Customer Asset Management; Electronic Payment Systems; Mobile E-Commerce; Modern trends in developing E-commerce systems.

**III. Course Outcomes: Summary of the main learning outcomes for students enrolled in the course.**

1. Get knowledge about e-business and e-commerce fundamentals, concepts applications and issues.
2. Understand and deal with e-commerce applications such as online banking, online shopping, online auction and e-business sites.
3. Have the knowledge about innovative e-commerce systems including e-government, e-learning and supply chain management
4. Distinguish between different e-commerce categories and define the appropriate business model.
5. Gain appropriate knowledge about mobile computing and mobile commerce
6. Understand and realize e-commerce issues including ethical and security (risk and fraud) concepts.
7. Critically analyze an existed e-commerce environment and improve its business planning, marketing and advertising strategies.
8. Identify, distinguish and implement different E-payment systems.

**IV. Required Text:**

- Electronic Commerce 2010, Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborah Turban, 6th Edition, Prentice Hall, 2010..

**V. References:**

- E-commerce 2013. Business, technology, society, Kenneth Laudon, Carol Guercio Traver, 8th edition, Pearson Education Limited, 2013.