The Hashemite University

BSc (Business Administration)

E-Commerce (1802032217)

Credit: 3

Syllabus and Recommended Readings

Tutor:	Dr. Amer Al shishany
Office:	303 Faculty of E. & Adm. Sciences
Office Hours:	Sunday, Tuesday, Thursday (10:00-10:50)
E-mail:	amershishani@yahoo.com, asalsha@hu.edu.jo

Dept. of Business Administration

Aims of Module

This module aims to introduce students to the fundamental concepts of e-commerce and its business applications. This module focuses on key issues related to e-commerce including its business models as they have come to be used for the marketing, advertising, ethics and law, online media, social networks, retailing and services.

Learning outcomes- Knowledge and Understanding

On successful completion of this module, students will be able to:

- Critically analyse the theory, concepts and models of E-commerce
- Critically evaluate and explore the applications and implications of e-commerce from a business perspective

Learning outcomes – key Skills

The module presents the concepts, theories and practices of e-commerce, and demonstrates the importance of e-commerce to contemporary organisations. This will be achieved by

- Locate, summarise and synthesise a range of information from published literature and electronic sources on E-commerce
- Enable Students to work on their own and with others in analysing and presenting solutions to international marketing problems
- Apply relevant ideas, concepts and theories to the work situation-through the use of case study analysis
- Identify and utilise appropriate methods for collecting and analysing data related to e-commerce issues
- Manage student's time to meet deadlines in both group discussions and in preparation of in-class activities
- Encouraging Students to discuss in both written and oral forms

Module Content:

The module has been designed to provide students with an understanding of the e-commerce concept and its application in modern organisations. Specifically, the module will cover the following topic areas:

- An introduction to e-commerce, including discussion of e-commerce in the context of definition, features and its types.
- The key components of e-commerce business models including its major B2B and B2C business models.
- The basic concepts of consumer behaviour and purchasing decisions needed to understand Internet marketing
- The major forms of online marketing communications and the ways in which a Web site can be used as a marketing communications tool.
- The main ethical, social, and political issues raised by e-commerce
- The major trends in the consumption of media and online content and the concept of media convergence and the challenges it faces
- The different types of social networks and online communities and their business models.
- The environment in which the online retail sector operates today and the major features of the online service sector

Assessment

- Grades will be based on two in-class, closed book exams and a group assignment. In addition, students who **participate (hopefully)** in class will have the chance to higher their final grade. The final grade determined by the weighting scheme below.

Type of assessment	Number	Weighting	Duration (Exam)	
First Exam (online)	1	30%	50 Minutes	
Second Exam (online)	1	30%	50 Minutes	
Final Examination (online)	1	40%	90 Minutes	

- Please be aware that we base our assessment strategy for the module on the assumption that you have undertaken all the study (including the relevant reading) indicated by the lecture. Don't assume everything's in handouts. It isn't, it can't be, and it shouldn't be.

Learning & Teaching Strategies

- Provision of an outline content and associated reading list, which is referred to in class sessions to promote guided personal study. The tutor introduces and explains key concepts and learning points, which are consolidated by class discussion and case study analysis to achieve understanding and prepare for assessment.
- Students will be encouraged to offer active participation in class and questions are welcome and encouraged to offer examples from their experience of work where appropriate. In fact an underlying principle of the learning and teaching strategy is to develop students as reflective practitioners and encourage engagement with continuous professional development.
- I'm taking academic truthfulness very seriously; therefore cheating on the assignment or during examinations will result in fail the assignment/exam or the entire module. In addition, the student will be reported to the Dean Office. There is no second chance; therefore please do not even think of it!
- I'm expecting from all students to work hard and learn a lot. You should expect the class to be interesting, challenging, fun, and valuable

Attendance:

- I'm expecting punctuality, on time attendance at all class meetings. Arriving late is a disruption; therefore aattendance will be taken at the beginning of the class. If you are late for a class (enter quietly) it is your responsibility and will result in you being marked absent for that class. Mobile is not allowed to be used in class at all. Therefore, please keep it off during class time.
- Do not bring doctors notes or any other excuses to me. Only excuses certified by the health centre at the Hashemite University will be accepted. If something urgent happens which requires your immediate attention, please notify me personal or via e-mail immediately

Syllabus Outline

Week	Topic	Reading
1	**Syllabus Presentation** Introduction to E-commerce	Ch. 1
2	Introduction to E-commerce	Ch. 1
3	Business Models for E-commerce	Ch. 5
4	Business Models for E-commerce	Ch. 5
5	E-commerce Marketing	Ch. 6
6	E-commerce Marketing	Ch. 6
7	E-commerce Advertising	Ch. 7
8	E-commerce Advertising	Ch. 7
9	Ethics, Law, and E-commerce	Ch. 8
10	Ethics, Law, and E-commerce	Ch. 8
11	Online Media	Ch. 9
12	Social Networks and Commerce	Ch. 10
13	Social Networks and Commerce	Ch. 10
14	E-commerce Retailing and Services	Ch. 11

Recommended Readings

A.1. Essential Text		
Laudon, K. And Traver, C.	(2012)	*E-commerce 2012, Business. Technology. Society, (8th Edition)* Pearson Education Limited, Harlow
A.2. Additional Texts		
Chaffey, D.	(2012)	*E-business and E-commerce Management (5th Edition)* Pearson Education Limited, Harlow
Schneider, G.	(2013)	*E-business International Edition, (10th Ed.)* Cengage *learning*
Kalyanam, K.	(2007)	*Internet Marketing and E-commerce, International Edition, (2nd Ed.)*, Cengage *learning, Canada*
Turban, King & Lang	(2011)	*Introduction to Electronic Commerce, International Ed. 3rd Ed.* Pearson*, Canada*

A.3. Recommended Journals
Journal of Interactive Marketing
Harvard Business Review
Information Communication and Society
ACM
Electronic Markets
Information System Research
Journal of Systems and Information Technology
Internet Research
European Business Review

Online Information Review
Online Information Review
International Journal of Commerce and Management
Information Technology & People
Logistics Information Management
International Journal of Retail & Distribution Management
Journal of International Trade Law and Policy
International Marketing Review
European Journal of Marketing
Journal of Marketing
Journal of Marketing Management
Journal of Euro Marketing
Journal of International Marketing
International Journal of Service Industry Management
Journal of International Consumer Marketing