



SESSION PLAN

*Lecture

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: ... CR216(CR231)	Title: ...E-commerce Technologies

SESSION PARTICULARS		
#: ...1...	Title: Overview of Electronic Commerce	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Opening case study (Marks & Spencer)
2	Electronic Commerce: Definitions and Concepts
3	The Dimensions of Electronic Commerce
4	The EC Framework, Classification, and Content
5	EC Framework
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Prepared by:

Designation: Course Coordinator

Name: Dr. Nermine Khalifa

Sign:

Date: 1/9/2010

Approved by:

Designation: Program Manager

Name: Dr. Waild Abdel Moez

Sign:

Date: 1/9/2010

Lecture

Source Material :

Electronic Commerce: A Managerial Perspective, 1/e

Efraim Turban , California State, Long Beach, Jae Kuy Lee , Korea Advanced Institute of Science and Technology David King , Comshare, Inc. Michael Chung , California State, Long Beach

Published October 2008 by [Prentice Hall Business Publishing](#)

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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...2...	Title: Overview of Electronic Commerce	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Classification of EC by Transactions or Interactions
2	The Interdisciplinary Nature of EC
3	E-commerce Business Models
4	Common Revenue Models
5	Benefits of EC
6	Limitations of EC
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title: ...E-commerce Technologies

SESSION PARTICULARS		
#: ...3...	Title: E-MARKETPLACES: STRUCTURE, MECHANISMS, ECONOMICS, AND IMPACTS	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Opening Case study (Raffles Hotel)
2	Electronic Marketplaces
3	Marketspace Components
4	Types of Electronic Markets
5	Information Portals
6	Intermediation and Syndication in E-Commerce
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title: ...E-commerce Technologies

SESSION PARTICULARS		
#: ...4...	Title: E-MARKETPLACES: STRUCTURE, MECHANISMS, ECONOMICS, AND IMPACTS	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Electronic Catalogs
2	Comparison of Online Catalogs with Paper Catalogs
3	Auctions as EC Market Mechanisms
4	The Reverse Auction Process
5	Bartering Online
6	Negotiating Online
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College/Institute/Centre : Management & Technology
 Department of : Business Information system

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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...5...	Title: Retailing in Electronic Commerce: Products and Services	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Opening Case study (Amazon.com)
2	Internet Marketing and Electronic Retailing (E-Tailing)
3	E-Tailing Business Models
4	Employment Placement and the Job Market
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...6...	Title: Company centric B2B and E-Procurement	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Opening Case study (General Motors Case)
2	B2B Concept
3	B2B Characteristics
4	B2B Transaction Types
5	Types of B2B E-Commerce
6	One-to-many : Sell Side Marketplace
7	Selling Via Auctions
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title: ...E-commerce Technologies

SESSION PARTICULARS		
#: ...7...	Title: Mid Term Exam	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Mid term Exam
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...8...	Title: Company centric B2B and E-Procurement	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	One-from-Many: buy side Marketplace
2	Many-to-Many: Exchange
3	Collaborative Commerce
4	B2B Benefits
5	Traditional Procurement Process
6	Inefficiencies in traditional Procurement
7	E-procurement process
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...9...	Title: Public B2B Exchanges And Portal	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Opening case study (CHEMCONNECT.com)
2	B2B ELECTRONIC EXCHANGES
3	B2B PORTALS
4	Information Portals & Exchange
5	Building and Integrating Marketplaces and Exchanges
6	Private versus Public Exchanges
7	Implementation Issues
8	Software agents in B2B exchanges
9	Critical Success Factors for B2B exchanges
10	B2B Networks and Extranet
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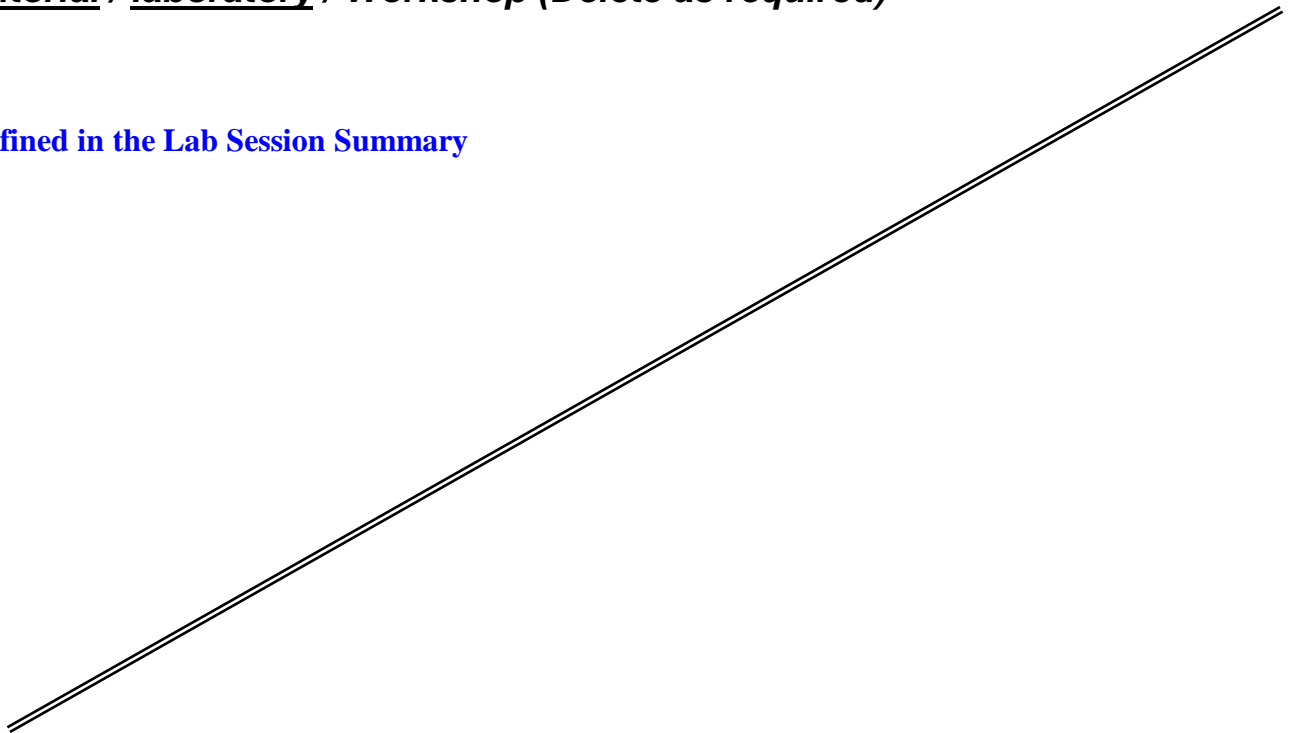
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title: ...E-commerce Technologies

SESSION PARTICULARS		
#: ...10...	Title: E-Government , E-Learning and other EC Application	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	E-Government: Overview
2	Government-to-Citizens
3	Government-to-business
4	Government E-procurement
5	Government-to-Government
6	Government-to-Employees
7	Implementing E-government
8	E-learning at Cisco Systems
9	E-learning
10	The Effect of E-commerce forces on Education
11	Benefits of E-learning
12	Drawbacks and Challenges of E-learning
13	Drivers of E-learning
14	
15	

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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...11...	Title: E-Commerce Security	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Opening case study (Brute Force Credit Card Attack)
2	The Accelerating Need for E-commerce Security
3	Basic Security Issues
4	Types of Threats And Attacks
5	Technical Attack
6	Security Risk Management
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Designation: Course Coordinator

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Name: Dr. Waild Abdel Moez

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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...12...	Title: E-Commerce Security	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Securing EC communications
2	Public Key Infrastructure (PKI)
3	Encryption basic parts
4	Major classes of encryption systems
5	Digital Signature
6	Protocols
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...13...	Title: Launching Successful Online Business	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Doing Business Online
2	Building The Web Site
3	Building The Web Site
4	Content Creation & Management
5	Web site design
6	Web site construction
7	Web site promotion
8	Customer relationship management
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title: ...E-commerce Technologies

SESSION PARTICULARS		
#: ...14...	Title: Case Studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Case Studies
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title:E-commerce Technologies

SESSION PARTICULARS		
#: ...15...	Title: Revision	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Revision
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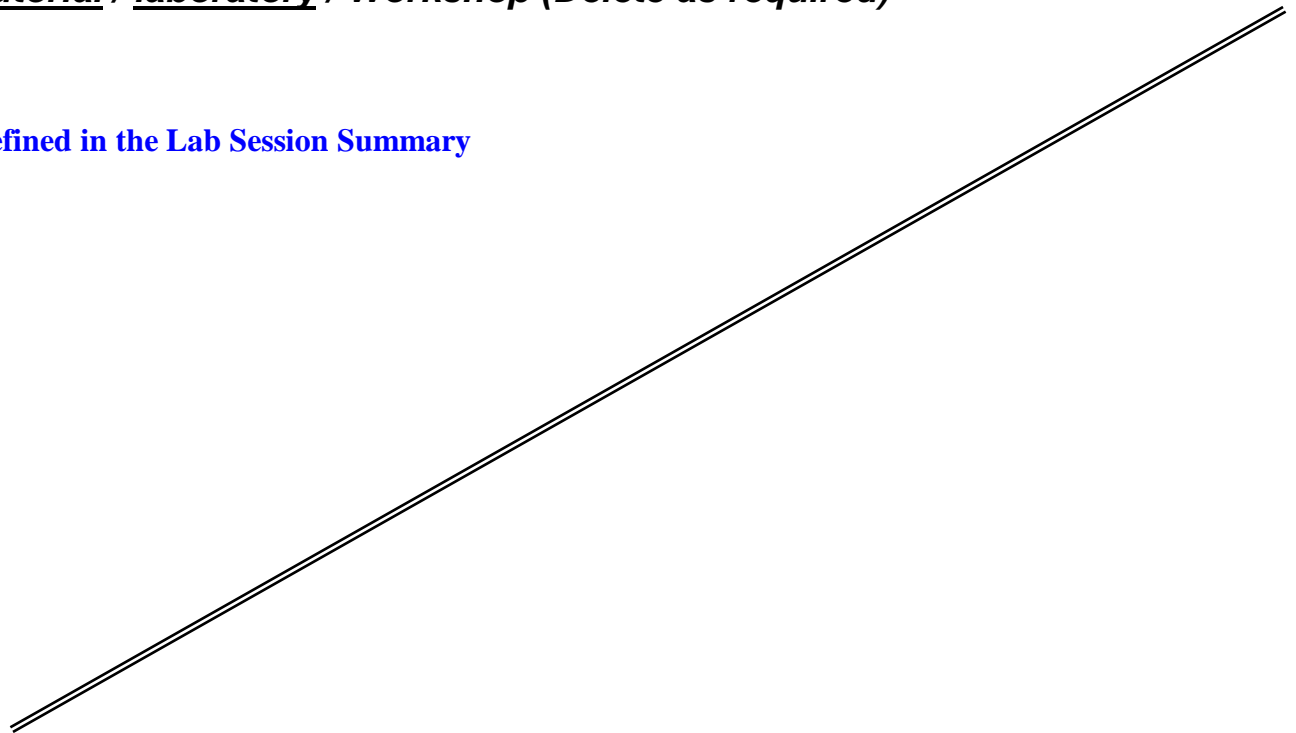
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COURSE PARTICULARS	
#: ... CR216(CR231)	Title: ...E-commerce Technologies

SESSION PARTICULARS		
#: ...16...	Title: Final Exam	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Final Exam
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