



## SESSION PLAN

**\*Lecture / Tutorial / Laboratory / Workshop**


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COURSE PARTICULARS	
#: CR226.....	Title: ....Introduction t e-business.....

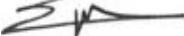
SESSION PARTICULARS		
#: ...1...	Title: .....Foundations of Electronic Commerce.....	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Definitions and Content of the field
2	Benefits and Limitations
3	The Driving Forces of Electronic Commerce
4	Impact of EC
5	Managerial Issues
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**Prepared by**  
 Designation  
 Name :Nermine Salah

Sign :   
 Date 25/11/2010

**Approved by**  
 Designation  
 Name Dr. Walid Rabia

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 Date 25/11/2010

## 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

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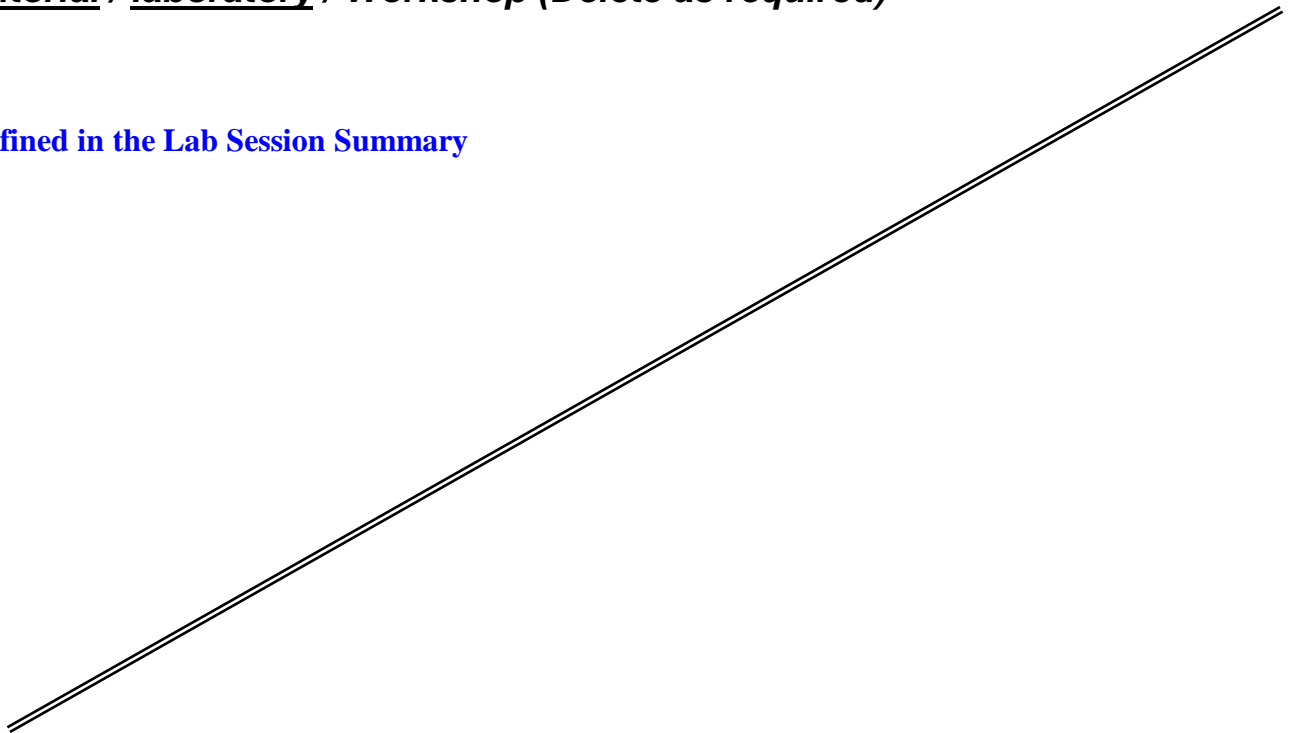
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**Handouts, presentations, practical assignments.**

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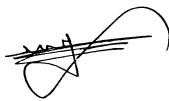
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COURSE PARTICULARS	
#: .....CR226.....	Title: .... Introduction t e-business .....


SESSION PARTICULARS		
#: ...2...	Title: .....Retailing in Electronic Commerce.....	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Amazon's Competitive Structure.....
2	Overview of Electronic Marketing Structure.....
3	Forecast of the B2C Electronic Markets.....
4	Business Models of Electronic Marketing.....
5	Direct Marketing.....
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#: CR226.....	Title: ..... Introduction t e-business

SESSION PARTICULARS		
#: ...4...	Title: ...Internet Consumers.	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Building Customer relationships.....
2	The Consumer Behavior Model.....
3	Personal Characteristics and the Demographic of Internet Surfers.....
4	Consumer Purchasing Decision-Making.....
5	One-to-One and Relationship Marketing.....
6	Delivering Customer Service in Cyberspace.....
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#: .....CR226.....	Title: .... Introduction t e-business .....

SESSION PARTICULARS		
#: ...5...	Title: Market Research for Electronic Commerce	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Market Research for EC.....
2	Intelligent Agent for Consumers.....
3	Organizational Buyer Behavior.....
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#: .....CR226.....	Title: .... Introduction t e-business .....

SESSION PARTICULARS		
#: ...6...	Title: Internet Consumers and Market Research. (Real World Case).	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Real World Case:Dell, 800-flowers.....
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COURSE PARTICULARS	
#: .....CR226.....	Title: .... Introduction t e-business .....

SESSION PARTICULARS		
#: ...7...	Title:.....7 <sup>th</sup> Week Exam.....	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	7 <sup>th</sup> Week Exam.....
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COURSE PARTICULARS	
#: .....CR226.....	Title: ..... Introduction t e-business .....

SESSION PARTICULARS		
#: ...8...	Title Advertisement in Electronic Commerce, Web Advertisement	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Web Advertisement.....
2	Advertisements methods.....
3	Advertisement Strategies.....
4	Push Technology.....
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COURSE PARTICULARS	
#: .....CR226.....	Title: ..... Introduction t e-business.....

SESSION PARTICULARS		
#: ...9...	Title: Advertisement Strategies.	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Public B2B exchange and support services ChemConnect case study
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**Prepared by**  
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COURSE PARTICULARS	
#: .....CR226.....	Title: ..... Introduction t e-business .....

SESSION PARTICULARS		
#: .10...	Title: On-line Catalogs	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	B2B e-commerce, buying and selling in private market
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COURSE PARTICULARS	
#: CR226.....	Title: ..... Introduction t e-business .....

SESSION PARTICULARS		
#: 11...	Title: .....Intranet and Extranet.....	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	An overview about e-governmonet
2	An overview about e-learning
3	An overview about M-commerce
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COURSE PARTICULARS	
#: .....CR226.....	Title: Introduction t e-business ...

SESSION PARTICULARS		
#: .12...	Title Electronic Payment Systems, Protocols and Security	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Electronic Payments and Protocols.....
2	Security Schemes in Electronic Payment Systems.....
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COURSE PARTICULARS	
#: .....CR2267.....	Title: Introduction t e-business

SESSION PARTICULARS		
#: 13...	Title: Electronic Credit Card, Debit Cards, and Electronic Fund Transfer	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Electronic Credit Card System on the Internet.....
2	Electronic Fund Transfer and Debit Cards on the Internet.....
3	Stored-Value Cards and E-Cash.....
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### COURSE PARTICULARS

#: .....CR226 .....	Title: ..... Introduction t e-business...
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### SESSION PARTICULARS

#: .14...	Title: .....Case Study.....	Hrs: 3
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Case Study
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COURSE PARTICULARS	
#: .....CR226 .....	Title: ..... Introduction t e-business ...

SESSION PARTICULARS		
#: 15...	Title: .....Final Exam.....	Hrs: 3

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