COURSE FILE SUMMARY

COURSE INFORMATION			
College / Institute / Center:	Management & Technology	**Department:**	Business Information Systems
Program Title:	Bachelor of Business Administration	**Program Code:**	ECR
Course Title:	E-Business Strategies & Application	**Course Code:**	CR315 (CR321)

# Hours:	------- 32 hr ---------	------ 32 hr -------	------- 3 hr ---------
	Lecture	Lab / Tutorial	Credit

Pre Requisites: ES327

COURSE AIM

This course aims at providing students with concepts related to the impact of E-commerce on strategic planning and implementation in business organization. Students learn how to use E-commerce as a competitive tools and how to reflect strategic objectives in the design and implementation of the organization's web site.

COURSE OBJECTIVES

This course provides an important link between E-commerce development process and organizational strategy. The course builds on student's understanding of the strategic planning. The course emphasizes the impact of E-commerce on strategic planning and on using the skills learned in technical courses to support a good strategy development and implementation.

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
Lectures	Ph.D. CS or MIS Candidate	Practical Experience in MIS	1
Tutorials			
Laboratories / Workshops	B.Sc. or M.Sc. CS or MIS		1

LECTURE SCHEDULE

#	Lecture Week	Hrs	Description
1	1st.	3	Framework for E-commerce
2	2nd.	3	Basic Technology of the internet and e-commerce business
3	3rd.	3	Basic Technology of the internet and e-commerce business
4	4th.	3	Market opportunity Analysis
5	5th.	3	Business Models.
6	6th.	3	Strategy Formation: Customer Interface
7	7th	3	**7th Week Exam**
8	8th.	3	Market communication and branding
9	9th.	3	Implementation
10	10th.	3	Implementation Cont.
11	11th.	3	Metrics
12	12th.	3	Website Development Process
13	13th.	3	Site Architecture
14	14th.	3	Media Transaction
15	15th.	3	Media Transaction
16	16th.	3	**Final Exam.**

TEXT BOOKS

Code*	Description
TB	Introduction to E-commerce, Jeffrey Rayport & Bernard Jaworsky, Mcgraw-Hill/Irwin

REFERENCE BOOKS

Code*	Description
RB	E-Business Infrastructure by Jelassi, ISBN: #0273688405, Pearson Education. E-Business Infrastructure by Chaffey, ISBN: #0273683780, Pearson Education

TUTORIAL SCHEDULE

#	Tutorial Week	Hrs	Topic

LABORATORY WORKSHOP SCHEDULE

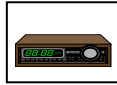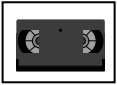| #	Laboratory Week	Hrs.	Code	Description
1	1st			How to analyze a Case Study
2	2nd			Broadcast.com Case Study
3	3rd			Webvan: Reinventing the Milkman Case Study
4	4th			Procter and Gamble Case Study
5	5th			Avon Calling Case Study
6	6h			**Mid Term Exam**
7	7th.			Reflect.com: Burn the ships Case Study
8	8th.			Ask Jeeves Case Study
9	9th.			VerticalNet Case Study
10	10th			GMBuyPower.com: Dealer Beware Case Study
11	11th			eBay, Inc: Diversification in the Internet Auction Market Case Study
12	12th			E*Trade: "A Tust for Being Different" Case Study
13	13th			Revision
14	14th			**Final Presentation**

COMPUTER USAGE
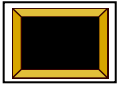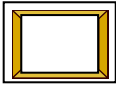
The Computer will be used in all Lab sessions.

GRADING AND ASSESSMENT METHOD

Week #	Points	Written	Oral	Term Paper	Continuous	Thesis	Practical		
7	30	30							
12	20	20							
1-15	10				10				
16	40	40							

READING MATERIAL

Code*	Description

* TB : Text Book   RB: Reference Book   ST: Standards / Codes   LN: Lecture Notes

SUPPLEMENTARY MATERIAL

Code*	Description
OS	Slides for the Lab sessions
SW	Microsoft Excel XP
SW	Microsoft Access XP

*PR: Periodical   SW: Software   VT: Video Tape   OS: Overhead Slide Projector
MD: Model   AC: Audio Cassette   NC: Notebook Computer

EDUCATIONAL RESOURCES

Prepared by:

Designation: Dr.

Name: Marwa Abo Elaziz

Sign:

Date: 28/12/2006

Approved by:

Designation: Dr.

Name: Walid Abd El-Ragal

Sign:

Date: 1/2/2006