SESSION PLAN

*Lecture / Tutorial / Laboratory / Workshop

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ……………..………

SESSION PARTICULARS		
#: …1…	Title: Framework of Electronic Commerce	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Definition & Scope of E-commerce
2	Strategy making in rapidly changing Environment
3	The framework for the field of e-commerce
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ……………..………

SESSION PARTICULARS		
#: …2…	Title: Basic technology of the internet and e-commerce business	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	What is the internet?
2	How the internet works
3	Introduction to the web
4	Doing business on the internet
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

College/Institute/Centre : Management & Technology
Department of : Business Information Systems

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ……………..……

SESSION PARTICULARS		
#: …3…	Title: Basic technology of the internet and e-commerce business	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Placement
2	Merchandise and audience size
3	Presentation
4	Payment
5	Security
6	Fulfillment
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ……………..………

SESSION PARTICULARS		
#: …4…	Title: Market opportunity Analysis	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Unique opportunity analysis for online firms
2	Two generic value types
3	Framework for market opportunity analysis
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
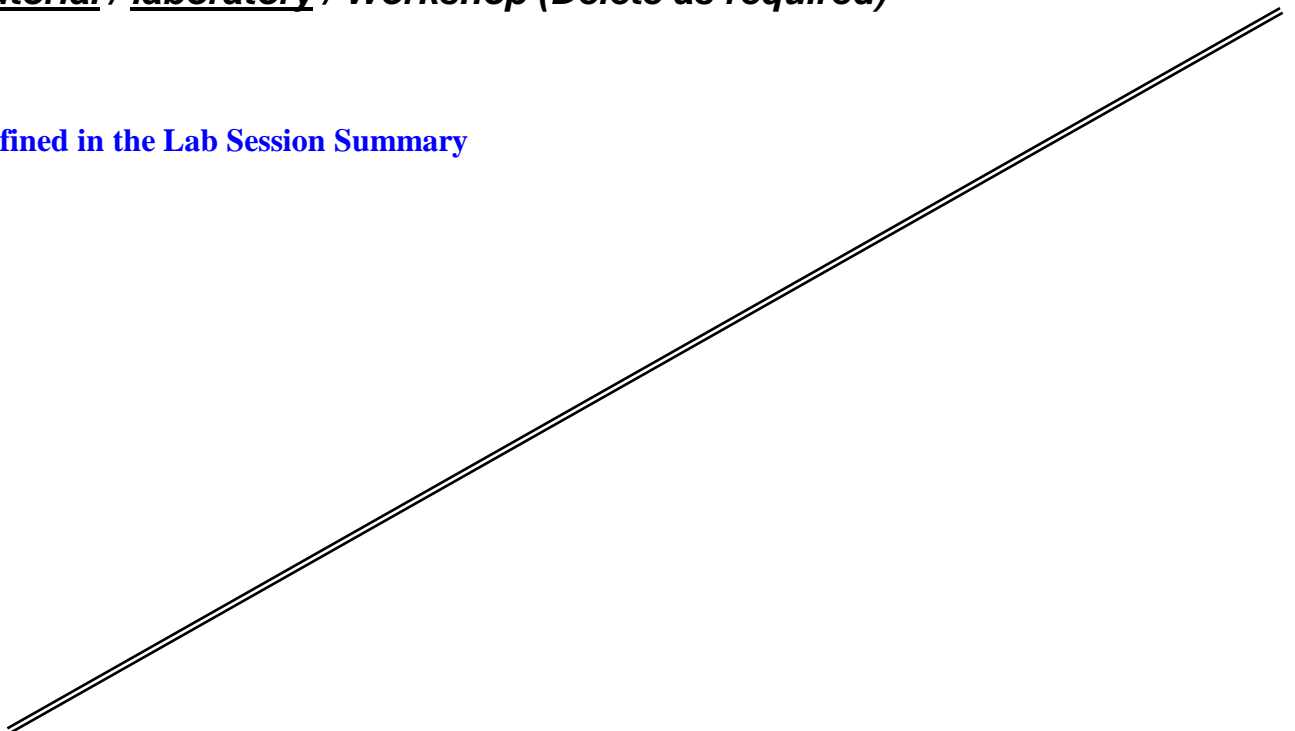**Projector is used for viewing slides.**
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application …………….………

SESSION PARTICULARS		
#: …5…	Title: Business Models	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	The four component of online business model
2	Value proposition and value clusters
3	The online offering
4	The resource system
5	Revenue models
6	Online business models
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

<u>Lecture</u>

<u>*Source Material :*</u>

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

<u>*Supplementary Material :*</u>
Projector is used for viewing slides.
White board is always used.

<u>*Educational Resources :*</u>
Handouts, presentations, practical assignments.

<u>*Tutorial* / *laboratory* / ~~Workshop~~ *(Delete as required)*

Defined in the Lab Session Summary

MPC 3/3-1

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application …………….………

SESSION PARTICULARS		
#: …6…	Title: strategy formation: Customer interface	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	the seven design elements of the customers interface
2	Context: determining a website's interface
3	Content: deciding what information to include
4	Community: fostering a sense of belonging
5	Customization: creating an individualized website
6	Communication: keeping in touch with users
7	Connection: linking with other websites
8	Commerce : enabling financial transactions
9	Mapping the 7cs frameworks
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ………….………

SESSION PARTICULARS		
#: …7…	Title: Mid term Exam	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Mid Term Exam
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

SESSION PLAN

*Lecture / Tutorial / Laboratory / Workshop

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ……………..………

SESSION PARTICULARS		
#: …8…	Title: Market communication and branding	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Integrating communication and branding
2	Four categories of market communication
3	What is a "Good" brand?
4	Comparing online branding
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ……………..……

SESSION PARTICULARS		
#: …9…	Title: Implementation	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	A Framework for implementation
2	resource system
3	Human assets
4	Processes
5	Organizational structure for hybrid organizations
6	Systems
7	Culture
8	Leadership
9	Partnership
10	Integrative resource system
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

College/Institute/Centre : Management & Technology
Department of : Business Information Systems

SESSION PLAN

*Lecture / Tutorial / Laboratory / Workshop

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application …………….………

SESSION PARTICULARS		
#: …10…	Title: Implementation	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Organizational structure for hybrid organizations
2	Systems
3	Culture
4	Leadership
5	Partnership
6	Integrative resource system
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application …………….………

SESSION PARTICULARS		
#: …10…	Title: Implementation	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Organizational structure for hybrid organizations
2	Systems
3	Culture
4	Leadership
5	Partnership
6	Integrative resource system
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application …………….………

SESSION PARTICULARS		
#: …11…	Title: Metrics	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Assessing the health of online firms
2	Implementing the performance, Dashboard
3	Online and offline integration metrics
4	External sources of matrices information
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
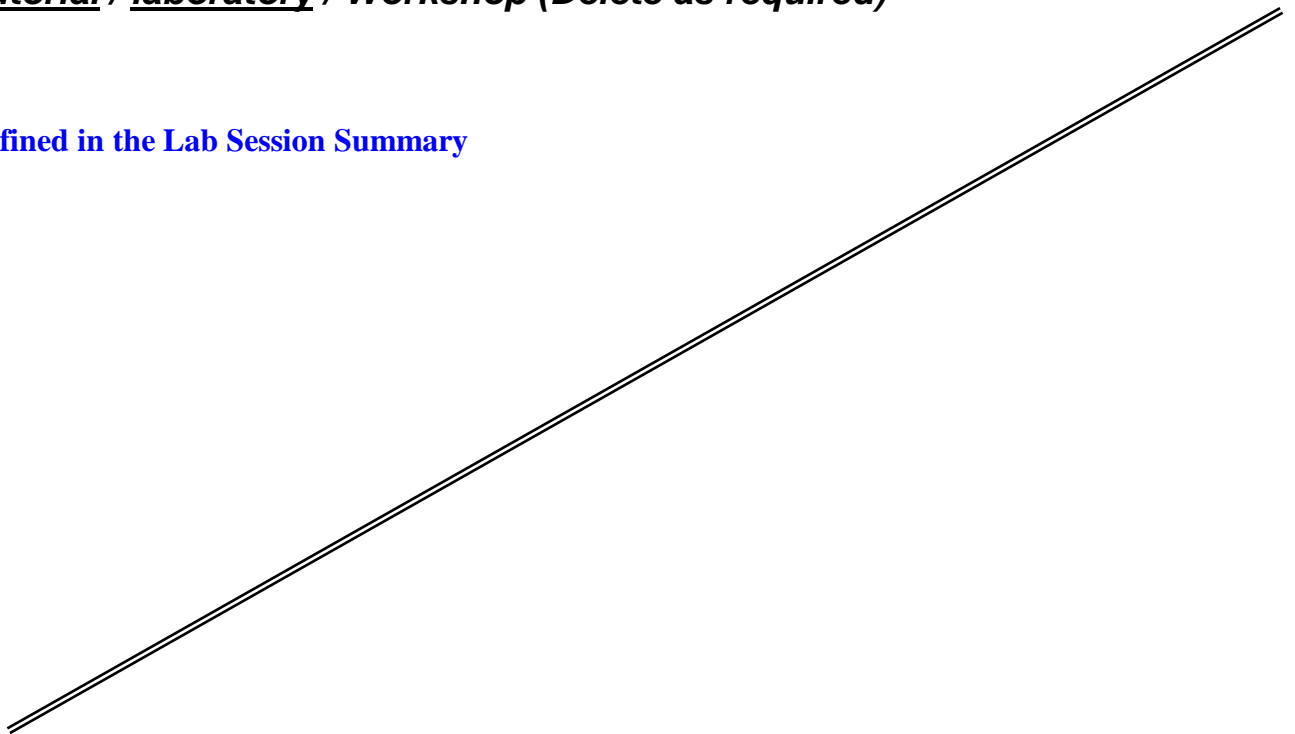**Projector is used for viewing slides.**
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1

College/Institute/Centre : Management & Technology
Department of : Business Information Systems

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application …………….………

SESSION PARTICULARS		
#: …12…	Title: Website Development Process	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Consideration before planning a website
2	Process for building a site from scratch
3	User experience identification
4	Architecture design process
5	Implementation
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Supplementary Material :
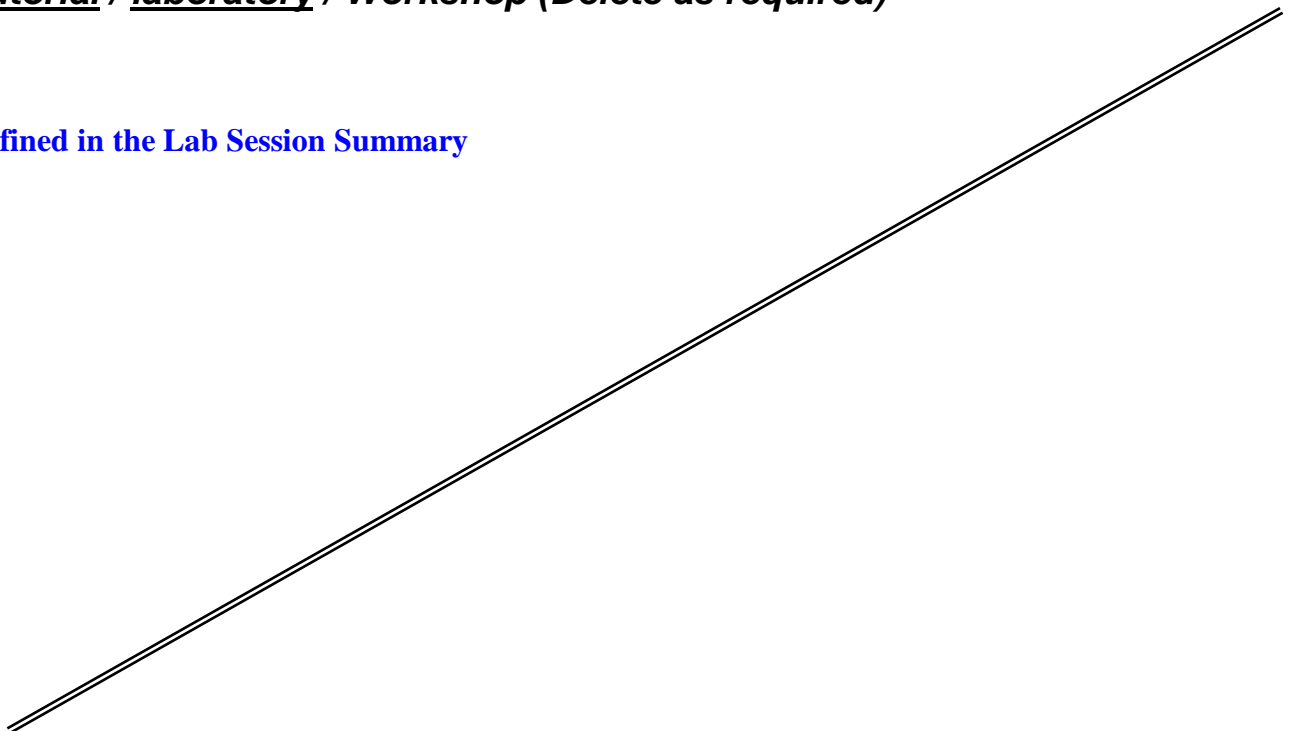**Projector is used for viewing slides.**
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1

College/Institute/Centre : Management & Technology
Department of : Business Information Systems

SESSION PLAN

*Lecture / Tutorial / Laboratory / Workshop

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ……………..………

SESSION PARTICULARS		
#: …13…	Title: Site Architecture	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Logical Vs. physical Architecture
2	Logical architecture
3	Physical Architecture
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

MPC3/3-1

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
Projector is used for viewing slides.
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laribory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application …………….………

SESSION PARTICULARS		
#: …14…	Title: Media Transaction	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Conditions of technological convergence
2	The digital lifestyle
3	Effect of broadband on the internet usage
4	Difference among high speed internet delivery services
5	Gateway to the internet: digital household
6	Devices of the future
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
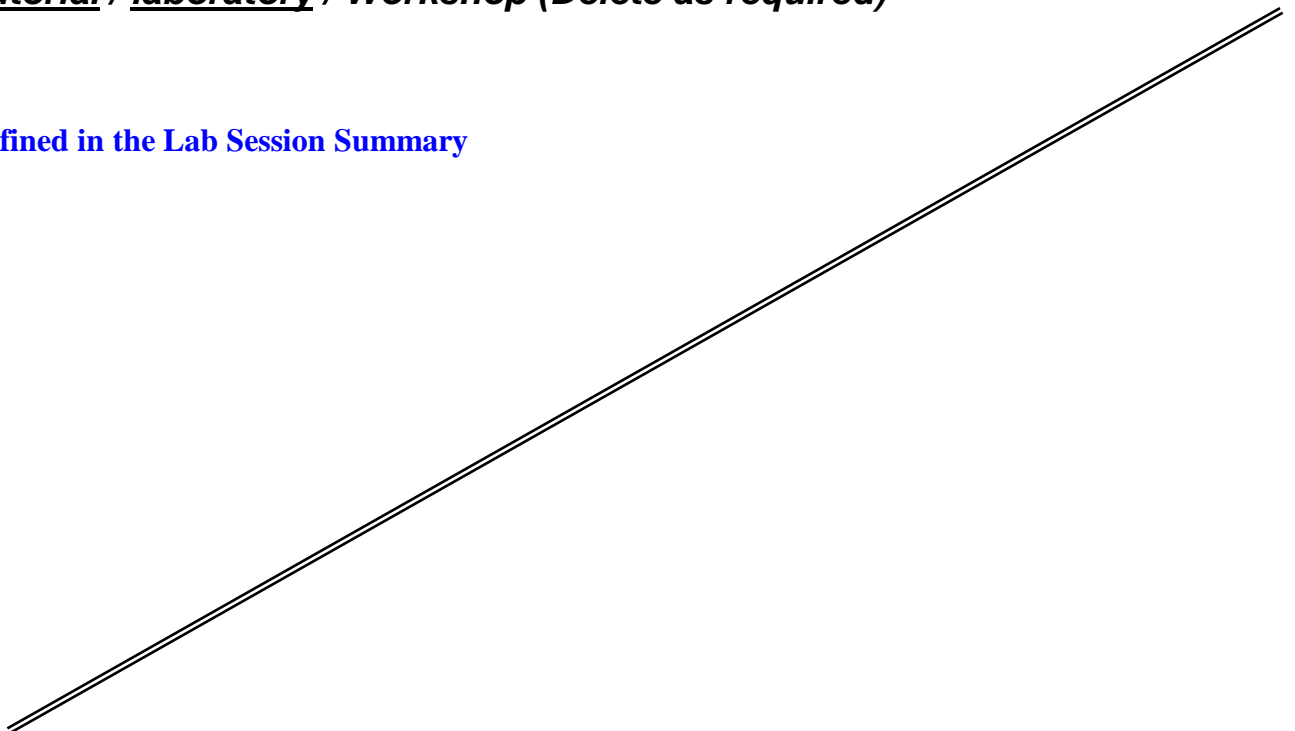**Projector is used for viewing slides.**
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1

College/Institute/Centre : Management & Technology
Department of : Business Information Systems

SESSION PLAN

*Lecture / Tutorial / Laboratory / Workshop

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application …………….………

SESSION PARTICULARS		
#: …15…	Title: Media Transaction	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Fragmenting media usage through expanding media content services
2	Defining organizational convergence
3	Achieving organizational convergence
4	Forces enabling organizational convergence
5	Constrains on organization convergence
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign   :

Date   1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date   1/9/2010

Lecture

Source Material :

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

Supplementary Material :
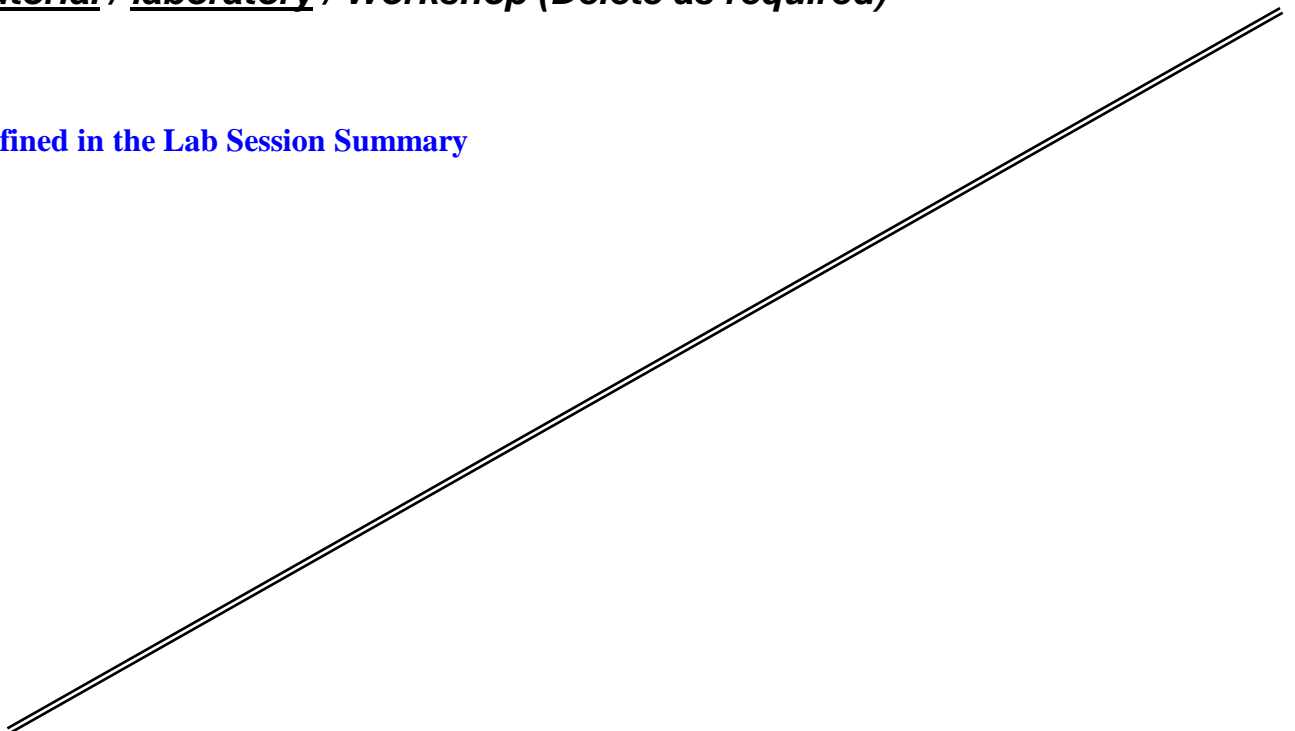**Projector is used for viewing slides.**
White board is always used.

Educational Resources :
Handouts, presentations, practical assignments.

Tutorial / laboratory / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1

SESSION PLAN

*Lecture / ~~Tutorial / Laboratory / Workshop~~

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: … CR315	Title: …. …E-business strategies & Application ………….………

SESSION PARTICULARS		
#: …16…	Title: Final Exam	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Final Exam
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Prepared by
Designation
Name :Dr. Rasha Abd El-Aziz
Sign　 :

Date　 1/9/2010

Approved by
Designation
Name Dr. Walid Abd El-Moiz
Sign:

Date　 1/9/2010

<u>Lecture</u>

<u>Source Material :</u>

Introduction to E-commerce,

Jeffrey Rayport & Bernard Jaworsky,

Published 2004 by Mcgraw-Hill/Irwin

Copyright 2004.
ISBN   0-07-255347-2

<u>Supplementary Material :</u>
Projector is used for viewing slides.
White board is always used.

<u>Educational Resources :</u>
Handouts, presentations, practical assignments.

<u>Tutorial</u> / <u>laboratory</u> / ~~Workshop~~ (Delete as required)

Defined in the Lab Session Summary

MPC 3/3-1