



## SESSION PLAN

\*Lecture / Tutorial / Laboratory / Workshop

(\* DELETE AS APPROPRIATE)

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

SESSION PARTICULARS		
#: ...1...	Title: How to analyze a Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Criteria for case analysis
2	Examples
3	
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**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

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ISBN 0-07-255347-2

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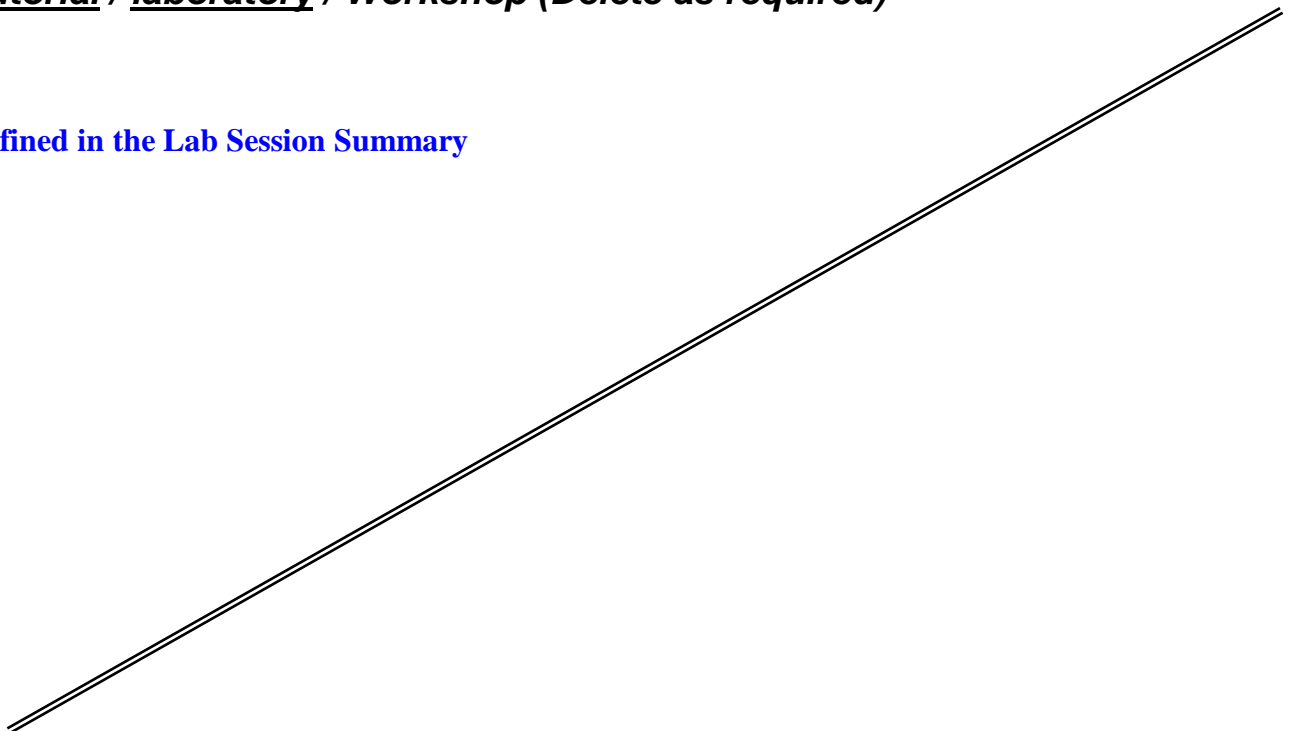
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### Educational Resources :

Handouts, presentations, practical assignments.

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

Defined in the Lab Session Summary





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

SESSION PARTICULARS		
#: ...2...	Title: Broadcast.com Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Broadcast.com Case Study
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...3...	Title: Webvan: Reinventing the Milkman Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Webvan: Reinventing the Milkman Case Study
2	
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...4...	Title: Procter and Gamble Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Procter and Gamble Case Study
2	
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...5...	Title: Avon Calling Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Avon Calling Case Study
2	
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...6...	Title: Mid Term Exam	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...7...	Title: Reflect.com: Burn the ships Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Reflect.com: Burn the ships Case Study
2	
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...8...	Title: Ask Jeeves Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Ask Jeeves Case Study
2	
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...9...	Title: VerticalNet Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	VerticalNet Case Study
2	
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...10...	Title: GMBuyPower.com: Dealer Beware Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	GMBuyPower.com: Dealer Beware Case Study
2	
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...10...	Title: GMBuyPower.com: Dealer Beware Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	GMBuyPower.com: Dealer Beware Case Study
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...11...	Title: eBay, Inc: Diversification in the Internet Auction Market Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	eBay, Inc: Diversification in the Internet Auction Market Case Study
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...12...	Title: E*Trade: "A Tust for Being Different" Case Study	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	E*Trade: "A Tust for Being Different" Case Study
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...13...	Title Revision	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Revision
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...13...	Title Revision	Hrs: 3

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Revision
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COURSE PARTICULARS	
#: ... CR315	Title: .... E-business strategies & Application .....

SESSION PARTICULARS		
#: ...14...	Title Final Presentation	Hrs: 3

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