Republic of Iraq

Ministry of Higher Education & Scientific Research Supervision and Scientific Evaluation Directorate Quality Assurance and Academic Accreditation

TEMPLATE FOR COURSE SPECIFICATION

HIGHER EDUCATION PERFORMANCE REVIEW: PROGRAMME REVIEW

COURSE SPECIFICATION

This Course Specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. It should be cross-referenced with the programme specification.

1. Teaching Institution	College of CS & IT – University of Anbar
2. University Department/Centre	Information Systems
3. Course title/code	E-business
4. Programme(s) to which it contributes	E-business
5. Modes of Attendance offered	Direct and Electronic
6. Semester/Year	1nd / 2th
7. Number of hours tuition (total)	30
8. Date of production/revision of this specification	05/10/2022
9. Aims of the Course	
▪ To make students familiar with the basic concepts of E-business	

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▪ To explain the basic applications of E-business Technology
▪ To explore the principles and practice of e-business models.
▪ To highlight the technical and social issues related to E-Marketing Plan

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10· Learning Outcomes, Teaching, Learning, and Assessment Methods

A1. Describe the basic concepts of E-business.

A2. Have a good understanding of available strategies and technologies for E-business.

A3. Describe the social and ethical issues relating to E-Marketing Plan

A4. Describe the social and ethical issues relating to Interactive television and e-marketing

A5.

B. Subject-specific skills

B1. Applying and use of E-Marketing applications.

B2. Demonstrate skills in using E-business Models for various applications.

B3. Demonstrate skills in applying CMS

Teaching and Learning Methods

- Assignments of various chapters should be performed individually by students.
- Home works will be distributed during the course. Unless otherwise is stated, all home works should be performed individually by students.
- Quizzes and exams.
- Referring to some related websites.

Assessment methods

- Classroom participation.
- Projects activity.
- Exam performance.

C. Thinking Skills

C1. Marinating scientific honesty.

C2. Achieving academic rigorousness.

C3. Personal integrity and work ethics.

C4.

Teaching and Learning Methods

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- ▪ Programming projects will be assigned to students. Usually these can be done based on student groups to be formed during the course.
- ▪ Relating the course material to practical society needs.
- ▪ Offering bonus to student achievements.

Assessment methods

- ▪ Doing the required tasks within the specified deadlines.
- ▪ Following the course discipline and academic integrity.
- ▪ Evaluating the student response in various exams.

D. General and Transferable Skills (other skills relevant to employability and personal development)

D1. Development of the skills of using the Internet and intranets efficiently.

D2. Development of the skills of using multimedia and cellular technology securely.

D3. Development of the skills of academic debate and critical thinking.

D4.

11. Course Structure

Week	Hours	ILOs	Unit/Module or Topic Title	Teaching Method	Assessment Method
1st	2	Familiarity with basic concepts	Defining e-business	Theoretical	Assignment and discussion
2nd	2	Key issues	E-business technology	Theoretical	Quiz
3rd	2	E-business environment	E-business markets and models	Theoretical	Group work
4th	2	Dealing with modern	Types of e-business models	Theoretical	Assignment and discussion

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		tech.			
5th	2	Dealing with modern tech.	A framework for analyzing e-business models	Theoretical	Assignment and discussion
6th	2	E-business economics	E-business economics	Theoretical	Assignment and discussion
7th	2	Dealing with modern tech.	Key economic characteristics of the internet	Theoretical	Group work
8th	2	Key issues	E-marketing	Theoretical	Quiz
9th	2	E-marketing plan	E-marketing plan	Theoretical	Group work
10th	2	E-marketing plan	Interactive television and e-marketing	Theoretical	Assignment and discussion
11th	2	Key issues	The management of e-business	Theoretical	Quiz
12th	2	The strategic process	E-business strategy: formulation	Theoretical	Assignment and discussion
13th	2	The strategic process	Competitive strategies for e-business	Theoretical	Assignment and discussion
14th	2	Key issues	E-business strategy: implementation	Theoretical	Quiz
15th	2	Dealing with modern tech.	E-business strategy: evaluation	Theoretical	Group work

12. Infrastructure	
Required reading: ▪ CORE TEXTS ▪ COURSE MATERIALS ▪ OTHER	▪ Colin Combe, Introduction to E-business Management and strategy: Butterworth-Heinemann is an imprint of Elsevier Linacre House, Jordan Hill, Oxford OX2 8DP 30 Corporate Drive, Suite 400, Burlington, MA

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	01803,First edition 2006.
Special requirements (include for example workshops, periodicals, IT software, websites)	• https://www.temok.com/blog/what-is-e-business/ • https://searchcio.techtarget.com/definition/e-business • https://tfig.unece.org/contents/e-business-solutions.htm
Community-based facilities (include for example, guest Lectures , internship , field studies)	

13. Admissions	
Pre-requisites	None
Minimum number of students	10
Maximum number of students	50