

	<p style="text-align: center;">Iraq Ministry of Higher Education and Scientific Research University of Anbar Department of Information System</p>	
--	--	--

MODULE DESCRIPTOR FORM

Module Information					
Module Title	E- COMMERCE			Module Type	TYPE B
Module Code		ISDE414	ECTS Credits		3
Module Level		Fourth	Semester of Delivery		Eight
Administering Department		IS	Faculty	CSIT	
Module Leader	Shokhan Mahmoud Hama Hama		e-mail	Shokhan.albarzinji@uoanbar.edu.iq	
Module Leader's Acad. Title		Lecturer	Module Leader's Qualification		M.Sc.
Module Tutor	Shokhan Mahmoud Hama Hama		e-mail	Shokhan.albarzinji@uoanbar.edu.iq	
Peer Reviewer Name		/	e-mail	/	
Review Committee Approval		DD/MM/YY	Version Number		2.0

Relation With Other Modules	
Pre-requisites	
Co-requisites	
Module Aims, Learning Outcomes and Indicative Contents	
Module Aims	<ul style="list-style-type: none"> ▪ To make students familiar with the basic concepts of E-Commerce ▪ To explain the basic applications of E- Commerce Technology ▪ To explore the principles and practice of e- Commerce models. ▪ To highlight the technical and social issues related to E-Marketing Plan
Module Learning Outcomes	<p>A1. Describe the basic concepts of E- Commerce.</p> <p>A2. Have good understanding of available strategies and technologies for E-business.</p>

	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. B. Subject-specific skills B1. Applying and use of the E-Marketing applications. B2. Demonstrate skills in using E-business Models for various applications. B3. Demonstrate skills in applying CMS
Indicative Contents	
Learning and Teaching Strategies	
Strategies	<ul style="list-style-type: none"> Assignments of various chapters should be performed individually by students. Homework will be distributed during the course. Unless otherwise is stated, all homework should be performed individually by students. Quizzes and exams. Referring to some related websites.

Module Delivery	
Structured workload (h/w)	7.7
Unstructured workload (h/w)	8.5
Total workload (h/w)	16.2

Module Evaluation				
	Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Quizzes	1 or 2	6% (6)	5 or 5, 10	
Assignments	2	6% (6)	At the start	
Projects / Lab.	1	5% (5)	Continuous	
Report	1	5% (5)		
Midterm Exam	2 hr	18% (18)	8	
Final Exam	3 hr	60% (60)	16	All
Total		100% (100 Marks)		

Learning and Teaching Resources
--

	Text	Available in the Library?
Required Texts		Yes/No
Recommended Texts		Yes/No
Websites		

Delivery Plan (Weekly Syllabus)	
	Material Covered
Week 1	Defining e- Commerce
Week 2	E- Commerce technology
Week 3	E- Commerce markets and models
Week 4	Types of e- Commerce models
Week 5	A framework for analyzing e-business models
Week 6	E- Commerce economics
Week 7	Key economic characteristics of the internet
Week 8	E-marketing
Week 9	E-marketing plan
Week 10	Interactive television and e-marketing
Week 11	The management of e-business
Week 12	E-business strategy: formulation
Week 13	Competitive strategies for e- Commerce
Week 14	E- Commerce strategy: implementation

Week 15	Preparatory Week
Week 16	Final Exam

APPENDIX:

UNIVERSITYof Anbar				
GRADING SCHEME				
Group	ECTS Grade	% of Students/Marks	Definition	GPA
Success Group (50 - 100)	A - Excellent	Best 10%	Outstanding Performance	5
	B - Very Good	Next 25%	Above average with some errors	4
	C - Good	Next 30%	Sound work with notable errors	3
	D - Satisfactory	Next 25%	Fair but with major shortcomings	2
	E - Sufficient	Next 10%	Work meets minimum criteria	1
Fail Group (0 – 49)	FX – Fail	(45-49)	More work required but credit awarded	
	F – Fail	(0-44)	Considerable amount of work required	
Note:				
NB Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The university has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.				