


Sub.	Course Description – توصيف مقرر دراسي	الموضوع	 <b>كلية المعرفة</b> ALMAAREFA COLLEGE
Date		التاريخ	

Course Code & No	INFO 211	211 نظم	رقم المقرر ورمزه
Course Name	E-Business Essentials	أساسيات الأعمال الإلكترونية	اسم المقرر
Credit Hours	3 (3+0+0)	(0 + 0 + 3) 3	عدد الساعات المعتمدة
Pre-requisite	Comp100	100 حاسب	المتطلب السابق

<b>General Description</b>	توصيف عام
<p>This course aims at introducing the students with:</p> <p>Basics of e-business essentials, e-commerce business models, the Internet and World Wide Web, e-business infrastructure, payment systems, security and encryption, e-commerce marketing and communication concepts, and, ethical, social, and political issues of e-business.</p>	

<b>Course Objectives</b>	أهداف المقرر
<ul style="list-style-type: none"> <li>• Define different area of knowledge in E-Business and E-Commerce.</li> <li>• Describe the role of E-Business and its effects on global context.</li> <li>• Define a variety of technologies in E-Business.</li> <li>• Recall the professional and ethical responsibilities of E-Business field.</li> <li>• Analyze the E-Business technologies in information systems.</li> <li>• Evaluate businesses best suitable for E-commerce.</li> <li>• Develop E-business problem solving skills.</li> <li>• Demonstrate E-business project management skills.</li> <li>• Demonstrate ethical and professional responsibilities while facing various issues regarding E-Business to meet their professional codes of practice.</li> <li>• Assess various hardware and software required in the E-business field.</li> </ul>	

<b>Course Outlines</b>	مفردات المقرر
<ul style="list-style-type: none"> <li>• E-business components: technology, business, and society.</li> <li>• Features of e-business technology</li> <li>• Types of e-commerce</li> <li>• E-commerce business models</li> </ul>	

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<ul style="list-style-type: none"> <li>• E-business infrastructure</li> <li>• Internet technology</li> <li>• The World Wide Web</li> <li>• E-business site development requirements</li> <li>• E-business security threats</li> <li>• E-business security solutions</li> <li>• Encryption</li> <li>• E-commerce payment systems</li> <li>• E-commerce marketing concepts</li> <li>• Ethical, social, and political issues in e-business</li> <li>• Legal, Ethical, and Social Impacts of EC</li> <li>• Building E-Commerce Applications and Infrastructure</li> </ul>	
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<b>References</b>	<b>المراجع</b>
<ul style="list-style-type: none"> <li>• Laudon, K. and Traver, C., E-Commerce: Business, Technology, Society, 2nd edition, 2004, Addison-Wesley.</li> <li>• Schneider, G., Electronic Commerce: The Second Wave, 5th edition, 2004, Course Technology.</li> </ul>	