

Sub.	Course Description – توصيف مقرر دراسي	الموضوع	 كلية المعرفة ALMAAREFA COLLEGE
Date		التاريخ	

Course Code & No	INFO411	411نظم	رقم المقرر ورمزه
Course Name	E-Business Strategy and Transformation	استراتيجيات وتحويل الأعمال الإلكترونية	اسم المقرر
Credit Hours	3 (3 + 0 + 0)	(0 + 0 + 3) 3	عدد الساعات المعتمدة
Pre-requisite	INFO 312	312 نظم	المتطلب السابق

General Description	توصيف عام
<p>This course aims at introducing the students with: A roadmap for transforming companies into an inter-networked enterprise where proprietary and shared infrastructures are used to link customers, suppliers, partners and employees to create superior economic value. Developing an e-business strategy and architecture.</p>	

Course Objectives	أهداف المقرر
<ul style="list-style-type: none"> • Recognize e-business strategy and business model innovation. • Describe difference between e-commerce and e-business. • Outline the process of moving from a traditional business model to an e-business model. • List the drivers of e-business. • Describe what e-business architecture managers must build in order to create a competitive advantage for their firms. • Analyze, design and develop management plan for e-business investments. • Demonstrate work independently and as part of a team and acquire leadership responsibilities. • Demonstrate communication skills such as : writing, reading, presenting, negotiating and debating. 	

Course Outlines	مفردات المقرر
<ul style="list-style-type: none"> • E-business as a strategic advantage for organizations. • E-Business strategy creation. • E-business vision and objectives. • E-Business models. • Knowledge management. 	

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<ul style="list-style-type: none"> • E-Business design and architecture. • E-business planning. • E-business IT architecture. • E-business transformation. • E-Supply chain management. • Demand chain management. • E-Business implementation issues. • E-Business performance assessment. 	
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References	المراجع
<ul style="list-style-type: none"> • Lientz, B. and Rea, K., Transform your Business to E: Going Beyond the Dot Com Disasters, 2013 • W.,Hanson, K. Kalyanam, Internet Marketing and e-Commerce, 2011 	