

E- Business

Title: E-Business

Code: MIS304

Credit Hours: 3 C.H.

Prerequisite(s): MIS201

Classification: Major Compulsory Course

Course Description

This course emphasizes the processes involved with planning establishing and monitoring a new e-business in today's environment. It explores the role of e-business in the global economy and its value chains and activities. The e-business models are presented and analyzed. Various topics are covered including e-business basics, defining an e-business idea, getting an e-business off the ground, operating an e-business and web technologies.

Learning Objectives

- Discuss e-business basics.
- Discuss the role of e-business in the global economy.
- List e-business advantages and disadvantages.
- Explain e-business value chains and value activities.
- Identify e-business models.
- Describe the entrepreneurial process.
- Understand the factors affecting e-business success.
- Describe e-business partnerships.
- Describe the financing issues associated with an e-business startup.
- Discuss the role of informal investors in an e-business startup.
- Identify issues important to venture capital investors.
- Pitch an e-business idea to investors.
- Discuss the advantages and disadvantages of business incubators.
- Describe operational challenges for a startup e-business.
- Define legal, office space, and human resources issues.
- Explain front-end and back-end e-business systems.
- Discuss the benefits of outsourcing e-business operations.
- Identify Web site and Web page development tools.
- Explain the importance of Web site testing.
- Define Web site benchmarking.
- Identify Web analytics software and service vendors.

Learning Outcomes

- Ways to exploit e-business advantages.
- Organize a business plan.
- Prepare an executive summary.
- Write a mission statement.
- Prepare a marketplace analysis.
- Create operational, financial, and management plans.
- Ability to evaluate electronic payment methods.
- Ability to evaluate e-business technologies and technology providers.
- Ways to measure Web site ROI using Web analytics.

Course Outline

| Module/Topic |
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| <u>Module 01: Understanding E-Business</u> Introduction Objectives Lesson 01: E-Business Basics Lesson 02: Why E-Business Lesson 03: E-Business Chains and Activities Lesson 04: E-Business Models Summary Assessment |
| <u>Module 02: Defining your E-Business Idea</u> Introduction Objectives Lesson 01: E-Business Entrepreneurial Management Lesson 02: Factors Affecting E-Business Success Lesson 03: Ways to Exploit E-Business Advantages Summary Assessment |
| <u>Module 03: E-Business Plan</u> Introduction Objectives Lesson 01: E-Business Components Lesson 02: E-Business Components – Part 2 Lesson 03: E-Business Components – Part 3 Lesson 04: Legal Forms of Organization and Partnerships Summary Assessment |
| <u>Module 04: Getting Your E-Business off the Ground</u> |

Introduction

Objectives

Lesson 01: Manage Your Finance Start-Up In E-Business

Lesson 02: Pitching an E-Business Idea to Investors

Lesson 03: Business Incubators

Summary

Assessment

Module 05: Operating Your E-Business

Introduction

Objectives

Lesson 01: Challenges and Legal Issues of E-Business

Lesson 02: Office Space Issues and Human Resources

Lesson 03: Electronic Payment Methods

Lesson 04: E-Business Technologies

Lesson 05: Outsourcing E-Business

Summary

Assessment

Module 06: Understanding Web Technologies

Introduction

Objectives

Lesson 01: Development Tools (Static Websites Programming)

Lesson 02: Development Tools (Multimedia Softwares)

Lesson 03: Development Tools (Dynamic Websites Programming)

Lesson 04: Website Testing and Evaluation

Lesson 05: Web 2.0 and Social Media

Summary

Assessment

*Delivery mode of each module/subject will be determined by instructor and could differ from one semester to the other.