

University of Salahaddin- Hawler

College of Science

Department of Computer Science

Course Book

E-Business

Third Year (IT) - Academic Year: 2015/2016

Lecturer: Beeza A. Asim

MSc in Human-Computer Interaction

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Office hours (for students): Monday (8:30 - 12:00)

Class hours: Sunday (08:30-10:30)

Lab: Wednesday (10:30 – 2:30)

Course Description

This course covers a range of the most common aspects of e-business such as the e-business models and strategies, e-business infrastructure, e-governance, e-marketing and so on. In addition to this, basic human-computer interaction methods are covered which will help the students build successful e-business websites. For this purpose, a basic introduction to statistical techniques will be provided to enable students to conduct customer research and conduct experiments in order to constantly improve the website and increase customer satisfaction.

Course outcome

By the end of the course, the student should have an understanding of the following:

- The importance of e-business.
- E-business infrastructure (in terms of both hardware and software components) and managing these components.
- Supply chain management and business models.
- Analyzing on-line markets and understanding the importance of search engines.
- Implementing successful e-businesses and avoiding failure.
- In addition to the theoretical parts. A wide range of web technologies will be covered to enable students to build successful, usable, and accessible websites for e-business.
- A good understanding of HCI in terms of e-business websites. This will help students establish successful e-business websites based on customer needs.
- Finally, students will also have a grasp on basic experimental techniques which are used to evaluate e-business websites and understand customer behavior and requirements.

Teaching method

The course is allocated 4 hours per week (2-hours theoretical and 2 practical). The theoretical part will be delivered in lecture halls with the help of lecture handouts and slideshows.

The practical part will be delivered in a computer lab where each student will have access to a computer on which all the necessary programs are installed. The students will be given the time to practice by applying web technologies and statistical experiments for e-business.

Evaluation Method

The students will be graded by two exams (one theoretical and one practical) at the end of the Autumn semester and two other exams at the end of the Spring semester. Besides the exams, assignments and exercises which, along with the four exams, add up to form 40% of the total score. The remaining 60% will be based on the final exam whose method will be decided by the examination board.

Module Reading

- Chaffey, D. (2009): *E-Business and E-Commerce Management Strategy, Implementation and Practice*. 4th edn. Essex: Pearson Education Limited.
- Thewlis, P. (2008): *WordPress for Business Bloggers*. Birmingham: Packt Publishing Ltd.
- Silver, A. H. (2011): *WordPress 3 Complete*. Birmingham: Packt Publishing Ltd.
- Rahmel, D. (2007): *Beginning Joomla: From Novice to Professional*. New York: Springer-Verlag.
- Other relevant papers, websites and books.

Syllabus

	Theoretical Lecture	Practical Lecture
Week 1	An introduction to the course. Followed by introducing e-business and e-commerce. Differences between the two and examples of successful e-businesses.	Introducing Content Management Systems (CMSs). Downloading the package and opening an account in a hosting website.
Week 2	E-business fundamentals will be covered including drivers and barriers for consumer internet adoption. Later, marketplace channel structure will be included.	Starting a website in WP: Hosting issues, installation on the host and setting up the WP website.
Week 3	Models of e-commerce will be defined and explained. A number of these models will be presented and explained as well as their components and taxonomy.	Creating pages in WP, customizing them, making categories and discussions.
Week 4	The e-business infrastructure will be discussed. This will include a coverage of infrastructure components in terms of both hardware and software such as voiceover, widgets, emails, netTV and open source software.	Plugins, images, galleries, templates, menus, widgets, themes, media libraries and mobile friendly websites.
Week 5	This lecture is about managing the e-business infrastructure. The topics will include managing hosting providers, speed of access, bandwidth management, and cloud computing for e-business.	More on handling images and videos in WP: size, resolution and video widgets.
Week 6	An introduction to cloud computing will be given and cloud computing models will be covered. Also, cloud computing deployment models will be	Themes and layouts: typography, usability, colour and tweaking styles.

	discussed. Later, the benefits and drawbacks of cloud computing will be mentioned.	
Week 7	This lecture will be concerned with e-environment and cover a range of social, ethical, legal and economic factors which will be faced by an e-business. It will also discuss the ways in which such issues can be dealt with.	Generating content and backing up contents. Tips for successful content management. Categories and tags.
Week 8	Different strategies e-business will be discussed. Also, a model for choosing the best strategies will be presented. Finally, a framework will be presented for strategic analysis.	Search engine optimization: how to make the website visible in search engines.
Week 9	Strategy Objectives: The introducing of strategic objectives and a discussion of creating business values. Methods for setting objectives will be also discussed	Analytics: Analyzing Traffic, hits, visits and page views.
Week 10	Selection of strategy options and implementation of this strategies will be discussed.	Starting with Joomla: Introduction and tour
Week 11	The importance of mobile commerce will be covered in this lecture. Also, the benefits and challenges of moving to M-commerce will discussed.	Installation, account setting and creating databases and websites.
Week 12	The role of governments will be discussed here in affecting and sometimes directing the way any e-business can operate. This is important because e-businesses cannot operate independently and are bound to be affected by certain governmental policies.	Adding content to Joomla websites
Week 13	Supply chain management will be defined as well as problems faced during SCM. Plus, models and	Joomla menu creation.

	logistics for SCM will be discussed such as push and pull methods	
Week 13	E-business for SCM reconstruction will be discussed including data standardization and HR requirements for SCM.	Joomla extension manager, plugins and multimedia + End of semester revision and QA session.
Week 14	Supply chain management continuation.	Information gathering exercise continued: Using prototyping software (AppFurnace). Questionnaire, diaries and interview exercises.
Week 15	E-procurement: Introduction to e-procurement and the process involved in e-procurement will be presented. Also, the risks associated with e-procurement will be discussed as well as the ways to mitigate them.	Joomla analytics and site statistics.
Week 16	E-marketing: The definition and objectives of e-marketing will provided. In addition, a generic framework for planning e-marketing will be presented. Also, methods for analyzing customer demand and business competitors will be discussed.	First round project presentation and feedback
Week 17	Customer relation management: This lecture is about the way an e-business can manage relationships with its customers and how it can understand its customer's behavior.	First round project presentation and feedback
Week 18	Managing customers: The way customers can be acquired and how potential customers can be	Project evaluation

	turned into real ones. This is done via traffic building campaigns which aim to increase the number of customers and retain the newly acquired ones.	
Week 19	Managing change: This will cover the challenges faced while transforming a traditional business into an e-business. Here, different methods will be presented which make the transition easier.	Project evaluation
Week 20	Security and privacy: There are many security and privacy issues which are intrinsic to an e-business for both customers and businesses. These include viruses, spam, hackers and violations of user privacy. In this lectures, these concerns and threats are mentioned and certain methods are proposed to solve the issues of security and privacy.	Project evaluation
Week 21	Analytics: The final lecture is concerned about using analytic methods to research the extent to which an e-business is successful. A number of metrics will be discussed which are used to analyze traffic and usage patterns of a website and then methods for summarizing the results are presented. + End of Semester revision and QA session.	Analysing the evaluation data
Week 23	Project presentation	Analysing the evaluation data
Week 24	Revision + QA	Revision + QA