

Ministry of Higher Education and Scientific Research
Scientific Supervision and Evaluation Authority
Quality Assurance and Academic Accreditation Department

Academic Program Description Form for Colleges and Institutes
For the year 2024/2025

University: University of the Heirs of the Prophets (PBUH)
College/Institute: College of Management and Economics
Academic Department: Business Administration
Department / 2025 Date of filling the file: /

Signature:
Name of Scientific Assistant: Asst. Prof. Dr. Fahd Mughmeish Al Shammari

Signature:
Name of the Head of Department: Assistant Professor Dr. Hamad

Date: Jameed Al-Ahmadani Date:

The file was checked by the
Quality Assurance and University Performance Division.
Name of the Director of the Quality Assurance and University Performance Division:

Date
Signature

Dean's approval
Prof. Dr. Awad Kazim Al-Khalidi

Academic Program Description

This course aims to introduce students to the concept of e-commerce and its different models, and its role in the modern business environment. The course covers e-commerce infrastructure, digital marketing strategies, e-payment systems, e-security, legal and ethical aspects, in addition to e-commerce applications in different sectors. It also focuses on modern trends such as artificial intelligence, blockchain, and mobile commerce.

College of Management and Economics / University of Warith Al-Anbiya (PBUH)	.1 Educational institution
Business Administration	.2 Scientific Department / Center
E-commerce	.3 Course name
Live attendance in classrooms	.4 Available forms of attendance
quarterly	.5 The educational system: Annual / Courses / Others 6.
2 hours	Number of study hours
1 1 / / 2025	.7 Date of preparation of the
description .8 Course objectives:	
-1 Understanding the concepts of e-commerce and its importance in the digital economy.	
-2 Analyze different e-business models and identify their advantages and disadvantages.	
-3 Learn about digital marketing strategies and use of online advertising tools.	
-4 Explaining electronic payment mechanisms and the importance of security in e-commerce.	
-5 Understanding the legal and ethical aspects related to e-commerce.	
-6 Apply digital tools and platforms to create a simple online store.	

.9 A. Course outcomes, teaching, learning and evaluation methods.

<p>By the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Develop a comprehensive understanding of the fundamentals of e-commerce • Analyze current trends in the e-market • Use digital tools to create and manage an effective e-store • Apply security and data protection standards in the digital business environment
B - Subject-specific skill objectives
<p>1. Digital marketing using SEO and paid advertising. 2. Managing electronic payment systems and securing transactions. 3. Analyzing customer data to make effective marketing decisions. 4. Enhancing cybersecurity to protect online stores. 5. Customer relationship management (CRM) and improving user experience. 6. Developing the digital supply chain and improving shipping operations. 7. Creating entrepreneurial projects in e-commerce</p> <p>C- Thinking skills</p> <p>1. Analytical thinking: Analyzing customer data and market trends to make effective decisions. 2. Creative thinking: Creating new digital marketing strategies and solutions to problems. 3. Critical thinking: Evaluating e-business models and choosing the most appropriate ones. 4. Strategic thinking: Developing growth and expansion plans for online stores. 5. Problem solving: Dealing with e-commerce challenges such as cybersecurity and shipping management. 6. Decision making: Choosing the best payment platforms, marketing tools, and sales strategies</p>
Teaching and learning methods
<p>1. Interactive lectures • Introduce e-commerce concepts in a clear way using presentations and class discussions. • Use stimulating questions to encourage student interaction. 2. Problem-Based Learning (PBL) • Assign students to create a physical online store or digital marketing plan. 3. E-learning and virtual learning: • Use platforms such as Google Classroom and Microsoft Teams, in addition to online training courses. Assessment methods Short tests and participation in discussions Monthly exams</p>
Final exams
<p>Main references (sources) E-commerce / Dr. Muhammad Nour Saleh Al-Jedaia /</p>
Dr. Sanaa Jawdat Khalaf

.11 Infrastructure					
Evaluation method	Teaching method	the topic	Required learning outcomes	Watches	The week
Short test	Interactive lecture	Introduction to e-commerce	Definition of e-commerce and a historical introduction about us	2	1
Analytical report	Class discussions	Benefits of e-commerce	Explain the apparent benefits of e-commerce to computer-based organizations.	2	2
Written test	Short test	Obstacles to e-commerce	Explaining the determinants of e-commerce on computer organizations	2	3
Worksheet	discussion Group	Electronic markets	Function of electronic markets	2	4
Practical test	presentations	Types of electronic markets	Types of warehouses and warehouses	2	5
Practical test	a test	e-consumer behavior	Consumer Behavior Model on the Internet	2	6
Class discussions	Interactive lecture	Purchase decision making processes	Public Procurement Decision Form	2	7
Practical test	Presentations	Marketing in e-commerce	The importance of marketing in e-commerce	2	8
Practical test		Electronic Supply Chain	Definition of electronic supply chain	2	9
Presentation	Interactive Lecture Test	Electronic Supply Chain Management	Definition of electronic supply chain management and its types	2	10
Short test	Interactive lecture	Online Auctions	Introduction to the world of auctions	2	11
Short test	Benefits and limitations of electronic auctions interactive lecture		Explaining the benefits and limitations of electronic auctions	2	12
Group discussions	Discussions Safiya	Electronic payment systems	Introduction to electronic payment systems	2	13
Reports	Discussions Safiya	Electronic cards and smart cards	Explanation of electronic cards and smart cards	2	14
a test	Discussions Safiya	Electronic company	The concept of the electronic company	2	15

11. Curriculum Development Plan E-

commerce Course Development Plan

1. Content update: Incorporating the latest technologies (artificial intelligence, blockchain), enhancing the practical side (creating online stores, digital marketing).

.2 Developing teaching methods: applying project-based learning, using simulations, hosting experts from the labor market.

.3 Improving assessment: diversifying assessment tools (projects, interactive tests, continuous assessments).

.4 Enhancing professional skills: Providing training courses, professional certificates, and practical training opportunities.

.5 Improving learning resources: updating references, providing an electronic library, and adding interactive content. .6

Continuous assessment: periodic questionnaires, reviewing student performance, updating the plan according to new developments.