



Course Descriptor MIFS320 E-Business Technology

Proposed Academic Year	2019- 2020	Last Reviewed Academic Year	2019-2020
Course Code	MIFS320	Course Title	E-Business Technology
Credit hours	03	Level of study	Undergraduate
College / Centre	CoBA	Department	MIS
Co-requisites		Pre-requisites	MIFS101

1. COURSE OUTLINE

[This course will provide students with broader knowledge about E-Business technologies and digital markets. The course will educate students and prepare them with the required concepts and skills of e-business technologies and digital markets. Students will learn how to assess and design efficient e-business technology and digital markets models and applications suitable for organizations' requirements.]

2. AIMS

[This course aims to:

- 1) introduce students to the nature of e-business technologies and digital markets and its components.
- 2) enable students to assess e-business technologies and digital markets models and applications requirements.
- 3) enable students to design efficient e-business technologies and digital markets options to suite individual organizations' requirements.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Demonstrate a broader understanding on e-business technology and digital markets environment and its components.	e.g Lectures, Seminars, Group Work, Presentation, Computer Laboratory Work	e.g in-class tests, quizzes exams, Class Presentation, Assignment, Case study Report. Class work Computer based
2. Assess e-business technologies and digital markets requirements.	e.g Lectures, Seminars, Group Work, Presentation, Computer Laboratory Work	e.g in-class tests, quizzes exams, Class Presentation, Assignment, Case study Report. Class work Computer based
3. Assess the effect of e-	e.g	e.g



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business technologies and digital markets on business organization strategy.	Lectures, Seminars, Group Work, Presentation, Computer Laboratory Work	in-class tests, quizzes exams, Class Presentation, Assignment, Case study Report. Class work Computer based
4. Design e-business technologies and digital markets options.	e.g Lectures, Seminars, Group Work, Presentation, Computer Laboratory Work	e.g in-class tests, quizzes exams, Class Presentation, Assignment, Case study Report. Class work Computer based
5. Understand e-business technologies and digital markets management.	e.g Lectures, Seminars, Group Work, Presentation, Computer Laboratory Work	e.g in-class tests, quizzes exams, Class Presentation, Assignment, Case study Report. Class work Computer based

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Final	30
Mid	30
Assignment	30
Participation	10
TOTAL	100%

5. ACHIEVING A PASS

Students will achieve **03** credit hours for this course by passing **ALL** of the course assessments [*alternatively, list the compulsory pass assessments**] and achieving a **minimum overall score of 50%**

NB *Ensure that ALL learning outcomes are taken into account

6. COURSE CONTENT (Indicative)

Introduction to E-business technologies	
E-business infrastructure and environment	
E-business strategy and organization	
Supply chain management and e-procurement	
e-marketing and consumer relationship and change management	
E-business technology analysis and design	
E-business technology management	
TOTAL HOURS	48
Plus RECOMMENDED INDEPENDENT STUDY HOURS	24



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TOTAL COURSE HOURS

72

7. RECOMMENDED REFERENCES

Core text/s:

- 1) Business Data Communications and Networking. Jerry FitzGerald, Alan Dennis, and Alexandra Durcikova, Thirteenth Edition, JohnWiley & Sons, Inc., 2017.
- 2) Laudon, K. C., & Traver, C. (2015). E-Commerce 2016: Business, Technology, Society. Pearson.

Library + online resources:

ASU library

ASU online resources (ProQuest and ebrary)

Sultan Qaboos University Library (by agreement)

Open Educational Resources: