

E-Commerce Course Description Form

1. Course Name:	
E-commerce	
2. Course Code:	
WBA-22-04	
3. Semester/Year:	
Second Session	
4. Date of preparation of this description:	
2/2/2025	
5. Available Forms of Attendance:	
Came	
6. Number of Hours (Total) / Number of Units (Total):	
2 Hours / 2 Units	
7. Course Administrator Name	
Name: Eng. M. Tabarak Halim Nomas Email: tabark.haleem@uowa.edu.iq	
8. Course Objectives	
<ul style="list-style-type: none"> ✓ Understand e-commerce concepts and their importance in the digital economy. ✓ Analyze different e-business models and identify their advantages and disadvantages. ✓ Learn about digital marketing strategies and use online advertising tools. ✓ Explain the mechanisms of electronic payment and the importance of security in e-commerce. ✓ Understand the legal and ethical aspects related to e-commerce. ✓ Apply digital tools and platforms to create a simple online store. 	Course Objectives
9. Teaching and Learning Strategies	
<ul style="list-style-type: none"> ✓ Theoretical lectures supported by presentations. ✓ Class discussions and case study analysis. ✓ Project Learning (Reporting and Short Research). ✓ Develop a comprehensive understanding of the foundations of e-commerce. ✓ Analyze the current trends in the electronic market. 	Strategy
10. Course Structure	

Evaluation Method	Learning Method	Name of Unit or Topic	Required Learning Outcomes	Hours	Week
Short Test	Interactive Lecture	Introduction to e-commerce	Definition of e-commerce and historical introduction about us	2	1
Analytical Report	Classroom Discussions	Benefits of e-commerce	Clarifying the apparent benefits of e-commerce on computer organizations	2	2
Written test	Short Test	Barriers to e-commerce	Clarifying the Determinants of E-Commerce on Computer Organizations	2	3
Working Paper	Group Discussion	Electronic Markets	Electronic Marketplace Function	2	4
Practical test	Presentation s	Types of Electronic Markets	Types of Stores and Warehouses	2	5
Practical test	test	Electronic Consumer Behavior	Consumer Behavior Model on Networks	2	6
Classroom Discussions	Interactive Lecture	Purchase Decision Making Processes	Public Purchase Decision Form	2	7
Practical test	Presentation s	E-commerce Marketing	The importance of marketing in e-commerce	2	8
Practical test	test	Electronic Supply Chain	Definition of Electronic Supply Chain	2	9
Presentation	Interactive Lecture	Electronic Supply Chain Management	Definition of Electronic Supply Chain Management and its Types	2	10
Short Test	Interactive Lecture	E-Auctions	Entrance to the world of auctions	2	11
Short Test	Interactive Lecture	Benefits and Determinants of Electronic Auctions	Clarifying the benefits and determinants of	2	12

			electronic auctions		
Group Discussions	Classroom Discussions	Electronic Payment Systems	Introduction to Electronic Payment Systems	2	13
Reports	Classroom Discussions	E-Cards & Smart Cards	Clarification of e-cards and smart cards	2	14
test	Classroom Discussions	Electronic Company	The concept of the electronic company	2	15

11. Course Evaluation

Distribute the score out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, and reports..... etc

I. Class Preparation and Participation: 10 marks

II. First Monthly Test: 20

III. Second Monthly Exam: 20 Marks

IV. Final Exam: 50

V. Total = 100 Marks

12. Learning and Teaching Resources

E-commerce / Dr. Mohammed Noor
Saleh Al-Jadaya / Dr. Sanaa Jawdat
Khalaf

Required Textbooks