



**الجامعة السعودية الإلكترونية**  
**SAUDI ELECTRONIC UNIVERSITY**  
2011-1432

**Vice Presidency of Academic Affairs**  
**College of Administrative and Financial Sciences**  
**BSBA- Major in E-Commerce**  
**Courses Descriptions**

**September 2022**



<b>Course Title</b>	<b>E-Commerce</b>
<b>Course Code</b>	ECOM101
<b>Pre-requisite(s)</b>	
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	<p>This course provides an overview of electronic commerce in business and technology. It is designed to familiarize students with electronic commerce concepts, the foundation for understanding how to create electronic commerce business, the use of technology to ease the electronic commerce processes, looking at the security threats and solutions with the electronic commerce environment, and the differences between e-payment methods used in electronic commerce businesses. The course will provide, also, students with information related to basic concepts of consumer behavior and purchasing decisions. Students take advantages in learning digital marketing and targeting specific audiences with the campaigns. Learning activities include group projects, and application exercises. Face to Face (F2F) and Virtual (online) classes will each be held once per week.</p>

<b>Course Title</b>	<b>Management of Information Systems</b>
<b>Course Code</b>	MIS201
<b>Pre-requisite(s)</b>	MGT101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	<p>This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems, the role of information systems in enhancing business processes and management decision making across the enterprise, and the process of building and managing systems in organizations. The course will provide, also, students with information systems knowledge that is essential for creating successful and competitive firms.</p>



<b>Course Title</b>	<b>Introduction to E-Management</b>
<b>Course Code</b>	ECOM201
<b>Pre-requisite(s)</b>	MGT101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	<p>This course aims to introduce students to electronic management and the effects that Information Communication Technologies (ICT) have on the management process. The functions of virtual managers will be highlighted in the context of managing virtual teams, resolving conflicts, and leading from a distance. Students will also be introduced to virtual communication and politics, in addition to the characteristics of virtual management in leading teams in cases of High-Risk and Catastrophic Events. Face to Face (F2F) and Virtual (online) classes will each be held once per week. Please refer to your class schedule for the days and times of these classes. Your professor will provide instructions on how to attend the virtual class. Participation in these classes is mandatory, and to do well in this course, it is expected that you attend all sessions. If there is some reason you cannot attend a class, please notify your professor.</p>

<b>Course Title</b>	<b>Digital Marketing</b>
<b>Course Code</b>	ECOM301
<b>Pre-requisite(s)</b>	MGT201
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	<p>Common strategies for the marketing of goods and services via the Internet range from public relations and corporate communications to advertising and electronic commerce. Students investigate and evaluate various marketing and communication strategies and tactics for the World Wide Web. An emphasis is placed on critical evaluation skills as well as website planning, development, design and other factors which contribute to a website's success.</p>

<b>Course Title</b>	<b>Social Media Marketing</b>
<b>Course Code</b>	ECOM322
<b>Pre-requisite(s)</b>	ECOM301
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	<p>This course gives a foundation to the practical business applications of social media in a marketing world. Through Facebook, LinkedIn, blogs, YouTube, Pinterest, and other platforms, students discover that social media is far more than just making friends and that there are now only a few degrees of separation globally. Students learn that social media is about marketing at the right time, place, and with the right message for existing as well as a prospective customer with both legal and ethical behaviors.</p>



<b>Course Title</b>	E-Supply Chain Management
<b>Course Code</b>	ECOM402
<b>Pre-requisite(s)</b>	MGT211
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	E-Supply Chain Management is fascinating in the world of today's business that includes Supply Chain Management (SCM), information and communication technologies (ICT), and E-commerce. The Supply Chain Logistics course will cover transportation, warehousing and inventory, and logistics services. The Supply Chain Operations course covers techniques used to optimize flow and focuses specifically on quality management and Lean practices. This course explores the impact of ICT and E-Commerce on supply chain management. As E-supply chain management is concerned largely with the management of Internet-enabled collaborative channel partnerships, the course examines challenges and issues in inter-organizational collaboration and partnership from both technology and people management perspectives.

<b>Course Title</b>	<b>E-Business Strategy and Business Models</b>
<b>Course Code</b>	ECOM421
<b>Pre-requisite(s)</b>	MGT401
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	This course exposes students to contemporary management thinking, methods, and strategies necessary to effectively build and manage e-business systems. Based on the strategic management methodology, students will apprehend the process of formulating and implementing strategies in an e-Business environment. In addition, the course introduces students to the process of translating business strategies into an operational business model. Students will learn how a company generates sales and achieves profitability and the development of an innovative business model helps entrepreneurs create a sustainable competitive advantage.

<b>Course Title</b>	<b>Virtual Organization Management</b>
<b>Course Code</b>	ECOM425
<b>Pre-requisite(s)</b>	MGT101
<b>Credit hours</b>	3
<b>Contact hours</b>	4.5
<b>Course Description</b>	<p>This course focuses upon the problems and challenges of managing organizations in a virtual or distributed environment. Virtual organizations are a new model of companies produced by the development of ICT and its uses in the business. The student will examine the model of virtual enterprise and its sources of competitive advantage techniques for evaluating opportunities. In this context, the student will also investigate the ways in which virtual organizations differ from conventional organizations and how to create strategic resources and deal with markets. Face to Face (F2F) and Virtual (online) classes will each be held once per week. Please refer to your class schedule for the days and times of these classes. Your professor will provide instructions on how to attend the virtual class. Participation in these classes is mandatory, and to do well in this course, it is expected that you attend all sessions. If there is some reason you cannot attend a class, please notify your professor.</p>

<b>Course Title</b>	<b>Internship</b>
<b>Course Code</b>	ECOM430
<b>Pre-requisite(s)</b>	Complete 90 Hours
<b>Credit hours</b>	6
<b>Contact hours</b>	9
<b>Course Description</b>	<p>Practical training as a course makes students from the college of Administration and Finance responsible for having to spend a 280 hour of training (equivalent to minimum ten working weeks) in their fields of specialization either in private or public organization. At the completion of training, student will have to show their grasp of most relevant and state of the professional practices in their relevant specialization.</p>