**Course Syllabus**

**SPRING 2025**

**Dr. Hasan Qurban**

**QMIS 351 Introduction to Electronic Commerce**

**Lecture Time and Location:**

**QMIS 351/01A**  : 3:00 – 3:50 PM Room C1 1005

**QMIS 351/02A**  : 4:00 – 4:50 PM Room C1 1005

**Contact Information**

**Location** : Kuwait University, College of Business Administration, ISOM Dept., Office A2-1022

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**Office Hours** : 2:00 – 2:50 PM Sunday, Tuesday and Thursday

**Course Description:**

# The combination of the computer and the Internet has created an incredible market space. The course will examine the foundation, operation and implications of the Internet economy.  Topics include Internet technologies, online market mechanisms, interactive customers, knowledge-based products, smart physical products and services, online auctions and e-marketplaces, digital governance, policies for the internet economy and an outlook for the new economy.  As an application of concepts taught in the course, students will participate in the creation of an Internet website.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus. The numbers in parenthesis indicate to which specific learning goal the outcome relates.

Upon successful completion of the course, students will be able to reach both QMIS Dept. Program Goals and CBA Undergraduate Program Learning Goals:

1. QMIS Dept. Program Goals
   1. Understand the components of Electronic Commerce (EC), the role it played in globalization, how and why EC is used today. (IS1)
   2. Understand how Electronic Commerce is enabling new forms of commerce between individuals, organizations, and governments, while being aware of emerging technologies that enable new forms of communication, collaboration, and partnering. (IS2)
   3. Mitigate risks as well as plan for and recover from disasters.(IS3)
   4. Understand how organizations develop and acquire Electronic Commerce and technologies. (IS4)
2. CBA Undergraduate Program Learning Goals
3. Reinforce ethical skills when evaluating concerns that Electronic Commerce raise in society and the impact of Electronic Commerce on crime, terrorism, and war. ([LG1](#_Undergraduate_Program_Learning))
4. Improve decision making and apply technical skills by understanding how Electronic Commerce provide information needed to gain business intelligence to support the decision making. Students gain hands-on experience with web development applications like Wix.com.([LG2,LG3](#_Undergraduate_Program_Learning))
5. Build up communication skills (both written and oral) by communicating and collaborating with persons in various roles on top of submitting analysis of Electronic Commerce case studies discussed in class. ([LG4](#_Undergraduate_Program_Learning))
6. Strengthen students’ evaluations of business strategies involving Electronic Commerce and identification of problems and opportunities that are amenable to EC solutions ([LG5](#_Undergraduate_Program_Learning))

**CLO Mapping to CBA Skill Based Competency Goals**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| CLO |  | Competency Goal | | | |
| Analytical | Communication | Information Technology | Business Ethics | General Business Knowledge |
| 1 |  |  |  | R | I |
| 2 | A |  | R |  | A |
| 3 |  | R |  |  |  |
| 4 | A |  | A |  | A |

**Type of Emphases:**

* **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
* **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
* **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

**Required Material:**

|  |  |
| --- | --- |
| **Textbook** | Efraim Turban and David King, Electronic Commerce 2012, Global Edition (7th Edition), Pearson Prentice Hall, Upper Saddle River, New Jersey. |
| **Additional Material** | Online videos, notes by the Students (PowerPoint presentations), Handouts, Case Studies, and News Articles and panels and speaker notes. |
| **E-Learning System** | Unified Moodle Platform and MS Teams |

**Course Content Delivery Strategy:**

* In person and Moodle (With Safe Exam Browser) for homework, cases, quizzes, Midterm and Final exams.
* Use of Power Point
* Hand notes
* Use of websites (Kahoot, and Moodle)
* Use of commercial tools: MS Excel, MS Access
* Assignments and cases

**Course Policies**

You are responsible for knowing the following policies (“I didn’t know” is NOT an excuse):

* Attendance and Participation:
  + Each student should turn silent his/her mobile at the beginning of class
  + Every student in this course must abide by the Kuwait University Policies (including ERT additions) on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on: <http://kuweb.ku.edu.kw/ku/Students/References/index.htm>

<http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf>

* + Be on time for the lecture (remember, class starts on time, NOT 5 minutes later). At the beginning of each lecture, I will take attendance, anyone coming after that time will be considered as absent.
  + Students must attend the classes they are enrolled in (i.e., no informal switching between sections for the same faculty member or between different faculty members).  The same is applied to taking quizzes, midterm, and final exams
* Absenteeism:
  + University regulations governing absenteeism are applied to all students. This involves a first warning after **3 hours (not lectures)**, a second warning after additional 3 hours absence and a failure notice for any absence beyond the six hours. Absence with a valid excuse will still count as an absence. But each student is allowed two absences (no questions asked), after that, each absence will be counted.
* Exams and Quizzes (**ONLINE on YOUR LAPTOP- NO handheld devices**)
  + Make-up quizzes and exams: **No make up for quizzes**. Midterm and final exams will be executed according to plans. In case Moodle fails for uncontrolled reasons, the exam will be re-scheduled the next Saturday (after the initial plan date) and at the same timing. **If you have Covid (during Midterm/ Final Exam time), then submit documentation of PCR/ Civil ID to the Committee to decide on your case. For the Midterm, if your documentation is approved, you will be invited to complete a makeup (at a time set by the committee). For the Final, if your documentation is approved, an “I” (Incomplete) will appear in the KU portal and you will be invited to complete the makeup the first week of the following academic term**. You must inform your instructor and share the results of a PCR test at least 4-5 days before and exam to be eligible for a make-up.
  + **Moodle will be used with Safe Exam Browser. Make sure you access Moodle using Google Chrome**. **Safe Exam Browser** must be installed on laptop or desktop. Be sure to install **Safe Exam Browser** BEFORE the exam date by taking the compatibility test in Moodle (for technical help, please see your TA). **You are responsible for having a working computer (Systems Updates and Safe Exam Browser Updates) Fully Charged and with working Internet BEFORE THE EXAM.**
  + **Exams will NOT be administered using handheld devices like iPhone or iPad (even if it has worked in past exams)**. You need a desktop or laptop for the ENTIRE EXAM.
  + Any suspicious behavior during the exam will earn the student a ZERO in the assessment. Academic dishonestly will not be tolerated: cheating/plagiarism and the like will earn the student an “F” in the course.
  + Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2; p. 22). A copy of the student guide can be accessed online on: <http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf>
  + If you have **special needs** (e.g., any type of disability, pregnancy, diabetes, etc.), please make sure you inform the instructor (**within the FIRST WEEK of class**). You can also check with Associate Dean for Student Affairs office for other rights and duties.
  + **The instructor will NOT answer any questions during the exam including clarification questions. Furthermore, dictionary use is prohibited during exams**.
  + If you have any doubt related to a question(s) on quizzes or exams you need to flag the question(s) and insert a comment with your full name, section, and the reason for flagging the question(s). Failure in doing so will result in not reviewing flagged question(s).
  + There are **NO** collaborations in quizzes and exams - this will be considered **cheating**. Plagiarism will also be considered as cheating.
  + Late submission will not be accepted
  + Writing Style: Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help (For more details see http://www.easybib.com/guides/citation-guides/apa-format).
  + **After a grade is posted (quizzes, assignment, case study, midterm, … etc), you will have 5 business days to discuss it with your instructor or teaching assistant (TA). After that, the grade is FINAL and released**.
  + For the final exam, the final grades will be posted within 12 hours
  + Negotiation of the final grade is neither accepted nor discussed.
  + There will be **no rounding up or down** once your grade is finalized (for example, 89.99% is B+ not A-).
* Students cannot contact instructors or TAs out of normal hours to get help if they have a technical issue and will not get an extension for deadlines to solve technical problems.
* Students are responsible for the content/ instructions etc. on LMS (Moodle/ MS Teams) as well as emails. For example, your instructor will not remind you of due dates.

**Grade distribution**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Description** | **Weight** |
| Kahoot | 20 |
| 2 Quizzes | 20 (10 each) |
| 2 midterm exams (highest grade) | 20 |
| Final Exam | 40 |
| TOTAL | 1000 = 100% |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Important Dates**

|  |  |  |
| --- | --- | --- |
| **Date** | **Event** | **Location** |
| 3-5/3/2025 | Pre-Quiz 1 | Take Home |
| 6/3/2025 | Quiz 1 (Lectures 1&2) | In class |
| 7-9/3/2025 | Pre-Midterm 1 | Take Home |
| 10/3/2025 | Midterm 1 (Lectures 1,2,3,4,5) | In class |
| 31/3/2025 – 2/4/2025 | Pre-Quiz 2 | Take Home |
| 3/4/2025 | Quiz 2 (Lectures 6&7) | In class |
| 6-8/4/2025 | Pre-Midterm 2 | Take Home |
| 9/4/2025 | Midterm 2 (Lectures 6,7,8,9,10) | In class |
| 17-19/5/2025 | Pre-Final Exam | Take Home |
| 20/5/2025 | Final Exam (ALL LECTURES 1-20) | In Class |

**Course Outline:**

|  |  |
| --- | --- |
| **Title** | **Topics** |
| First Class | Syllabus |
| Lecture 1 | The Theory of E-commerce Adoption (TAM, TRA, TPB) |
| Lecture 2 | Online Trust (Formation, Dimension, Definitions) |
| Lecture 3 | E-commerce Definition and Concepts |
| Lecture 4 | Business Models Vs. Revenues Models Part 1 |
| Lecture 5 | Business Models Vs. Revenues Models Part 2 |
| Lecture 6 | B2B and B2C |
| Lecture 7 | B2C design |
| Lecture 8 | Auctions |
| Lecture 9 | E-government |
| Lecture 10 | E-Learning |
| Lecture 11 | E-books |
| Lecture 12 | E-Money |
| Lecture 13 | Payment Methods |
| Lecture 14 | Micropayment |
| Lecture 15 | M-commerce |
| Lecture 16 | L-commerce |
| Lecture 17 | Law and Ethics Part 1 |
| Lecture 18 | Law and Ethics Part 2 |
| Lecture 19 | Privacy |
| Lecture 20 | System Development Life Cycle |

**FINALLY**

In general, your ideas, comments, suggestions, questions, grade challenges, etc. are welcome and encouraged, if you feel the need to share your thought. However, **No part of your grade will be based on anything other than your coursework and attendance**.

 If a student decides to bring a parent/uncles/aunts (relatives) or **anyone to discuss or change a grade, that student will automatically lose 10% of their total grade**. Keep in mind your grades are private and I have no right to disclose any information to another person. If a student decides to resort to nepotism, also known as Wasta, to request alteration of a grade the student will automatically lose 10% of their total grade.

 “I am a senior and I need an A in the class to graduate because my GPA is low” or “I need a B+ because I am on probation” this is your own doing you will get a B+ or an A only if you (EARN IT), the professor will not entertain such excuses. “Please reduce my grade to a C- so I can repeat the course” is also not entertained.

I promise to give you RESPECT / FAIRNESS / and QUALITY in return I expect the same courtesy from you towards me and your fellow class mates.