

Republic of Iraq

Ministry of Higher Education & Scientific  
Research Supervision and Scientific  
Evaluation Directorate Quality Assurance  
and Academic Accreditation International  
Accreditation Dept.

## Academic Program Specification Form For The Academic

University: **University of Thi-Qar**  
College: **Business and Economics**  
Number Of Departments In The College  
: Date Of Form Completion :



Head of Department  
**Dr. Abbas Q. Atiyah**

**Hayder.A.Redhi**

Dean's Name Date:

**Sadq Zwer Lglag**

Signature

Dean's Assistant  
For Scientific  
Affairs

Date: / /

Signature

**Dr. Asahay naser**

The College Quality  
Assurance And  
University  
Performance  
Manager

Date: / / Signature

Quality Assurance And University Performance

Manager Date: / /

Signature

## Course description

An overview of the types of e-commerce: B2B, B2C, and C2C. Electronic Markets: Structure, Mechanisms, Economy, and Implications; e-commerce retail: products and services, consumer behavior, online market studies, customer relationship management, online advertising, e-procurement, portals and exchanges, electronic supply chains, collaborative commerce; commerce and mobile computing; Auctions, Business Security electronic, electronic payment systems, order fulfillment, content management, and other support services; e-business strategy, launching a successful business on the Internet; Legal, ethical and social implications of e-business, infrastructure construction and e-commerce applications. e-government, e-learning, and other e-business applications

1. Educational Institution	Dhi Qar University - College of Administration and Economics
2. Scientific Department / Center	Department of Financial and Banking Sciences
3. Course name/code	Corporate Finance
4. Forms of attendance available	Group attendance / lectures (e-learning)
5. Semester / Year	Courses
6. Number of study hours (total)	30 hours
7. The date this description was prepared	10/4/2022

## 9- Course objectives

The course seeks to meet the basic needs of students in understanding:

- 1- Understand the concept of electronic management
- 2- Differentiating between the new and the old business model
- 3- Defining e-commerce
- 4- Differentiate between traditional and electronic commerce
- 5- Applying the Porter Model
- 6- Determining the advantages and disadvantages of e-commerce
- 7- Understand the obstacles to the spread of e-commerce, especially in the Arab environment
- 8- Learn about the types of e-commerce
- 9- Understand the characteristics of e-commerce
- 10- Awareness of e-commerce levels
- 11- Getting to know the e-retail market
- 12- Identify the reasons for the failure of some commercial sites
- 13- Identifying some of the efforts made to solve e-commerce issues
- 14- Identifying the most important studies related to e-commerce
- 15- Understand the concept of interactive marketing
- 16- Understand the different types of networks
- 17- Designing and creating a website for a commercial company

This course aims to enrich students' scientific knowledge by providing them with principles, concepts, theories and scientific foundations related to the issue of decision and their practical knowledge through the ability to analyze crises in organizations, and how to choose the appropriate method to deal with and solve them. As well as enriching their applied knowledge by providing them with basic knowledge such as the ability to understand the crisis before it occurs by discovering early warning signs of its occurrence, planning and preparing to confront the crisis and dealing with it when it occurs and planning to restore activity and learning and draw lessons learned from them. The course also aims to develop students' abilities by introducing them to how it is integrated with other courses by understanding the location of the decision-making process and crisis management, which is not limited to a functional level in the organization, but includes all administrative levels and all other functions of the organization.

- Course structure

Evaluation method	education method	Unit name/topic	Required learning outcomes	hours	the week
E-lecture mentioned earlier	E-lecture mentioned earlier	The concept of e-commerce and the impact of e-commerce	high knowledge	2	1
E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter Two: The role of information technology and the strategic impact of the Internet on e-business Competitive advantage and information systems	high knowledge	2	2
E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter Three: Using Information Technology to Gain a Competitive Advantage	high knowledge	2	3
E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter Four: The Network Structure of E-Business and Players in the E-Retail Market	high knowledge	2	4
E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter 5: Online Retail Marketing and the Informational and Interactive Functions of the Internet	high knowledge	2	5

E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter Six: Reasons for the Failure of Some E-Retail Sites	high knowledge	2	6
E-lecture mentioned earlier	E-lecture mentioned earlier	first month exam	high knowledge	2	7
E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter Eight: The opportunities available to the supplier and the benefits that the customer derives from e-commerce	high knowledge	2	8
E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter Nine: Levels of E-Commerce	high knowledge	2	10
E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter 10: Open Issues About E-Commerce	high knowledge	2	11
E-lecture mentioned earlier	E-lecture mentioned earlier	Chapter Eleven: Efforts to Overcome Obstacles in E-Commerce	high knowledge	2	12
E-lecture	E-lecture mentioned	E-commerce and the challenges it faces, Arab	high knowledge	2	13

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E- lectur e menti oned earlier	E-lecture mentione d earlier	Chapter Thirteen: Benefits and Obstacles of E- Commerce	high knowledg e	2	14
E- lectur e menti oned earlier	E-lecture mentione d earlier	Chapter Fourteen: Interactive Marketing on the Internet	high knowledg e	2	15

Supported sources:

Izz Al-Din Al-Razem, Emergency Planning and Crisis Management in Institutions, first edition, Amman: Dar Al-Khawaja, 1995 AD.

Mansour Al-Badawi, Studies in Quantitative Methods and Decision Making, University House, 2000.

Nadra Ayoub, Theory of Administrative Decisions, Zahran Publishing House, Distribution, Jordan, 1997.