



Co-funded by the
Erasmus+ Programme
of the European Union

Erasmus+ Incoming Mobility Sessions

E-Commerce: Business. Technology. Society.

Dr. Wasfi Alrawabdeh

Course title

E-Commerce: Business. Technology. Society.

Instructor and short bio

Dr. Wasfi Alrawabdeh, is the present Dean of the Faculty of Business and Administration Science at the Hashemite University in Jordan. Dr. Alrawabdeh holds a PhD in Marketing, post-graduate certificate in Social Science Research from the University of Kent, UK. He holds an MBA from Connecticut, USA. His current research interests include global e-commerce, commerce technology, e-business and service marketing. His academic recognition includes the Best PhD Poster Award from the University of Kent, Kent, and UK. He has ten years of experience managing different department stores in the State of Connecticut, USA. He has 20 publications in well-known journals and 1 Book (Advanced Communication Skills) published in 2019.

Contact details

Dean,
The Faculty of Business and Administration Science
The Hashemite University, Zarqa, Jordan
Rawabdeh@hu.edu.jo, 00962795289411

Contents

E-Commerce Revolution
E-Commerce Business Models and Concepts
E-Commerce Marketing and Advertising Concepts

Course outline

The course consists of **three blocks** with the following themes:

1. E-Commerce Revolution

- The Difference Between E-Commerce and E-Business
- Technological Building Blocks Underlying E-Commerce
- Unique Features of E-Commerce Technology
- Types of E-Commerce
- Assessing E-Commerce

2. E-Commerce Business Models and Concepts

- E-Commerce Business Models
- Categorizing E-Commerce Business Models
- How E-Commerce Changes Business
- Industry Value Chains
- Firm Value Chains
- Business Strategy

3. E-Commerce Marketing and Advertising Concepts

- Consumers Online: The Internet Audience and Consumer Behaviour
- The Online Purchasing Decision
- Digital Commerce Marketing and Advertising: Strategies and Tools
- Multi-Channel Marketing Plan
- Establishing the Customer Relationship
- Online Marketing and Advertising
- Traditional Online Marketing and Advertising Tools

Learning outcomes (Three Blocks)

Upon completion of this module students will be able to:

First Block: Upon completion of this block students will be able to:

1. Understand why it is important to study e-commerce.
2. Define e-commerce, understand how e-commerce differs from e-business.
3. Identify and describe the unique features of e-commerce technology and discuss their business significance.
4. Describe the major types of e-commerce.
5. Understand the risks associated with conducting E-Commerce / Privacy concern.

Second Block: Upon completion of this block students will be able to:

1. Identify the key components of e-commerce business models.
2. Describe the major B 2 C business models.
3. Describe the major B 2 B business models.
4. Understand key business concepts and strategies applicable to e-commerce.

Third Block: Upon completion of this block students will be able to:

1. Understand the key features of the Internet audience, the basic concepts of consumer behaviour and purchasing, and how consumers behave online.
2. Identify and describe the basic digital commerce marketing and advertising strategies and tools.
3. Identify and describe the main technologies that support online marketing.

Skills

Upon completion of this module, students will be able to:

- ∞ Realize the importance of Working in fields related to e-commerce
- ∞ Grow a Business Online from Scratch
- ∞ Realize the importance of Working from Home as a Freelance Marketer

Teaching/learning method(s)

Several teaching techniques and methods will be used to effectively facilitate the learning process of this course. These methods will include online live interactive sessions, coursework, group discussions, tests and exams. The programme adopts a block teaching approach and material will be available for students to study at their own time.

Assessment

Assessment of the course depends on one test at the end of the 5 online sessions.

Prerequisites for participation and waiting lists

Not applicable.

Recommended previous knowledge and skill

Not applicable.

Language of instruction

English

Readings

Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13th Edition, Pearson.

Chaffey, D., & Ellis- Chadwick, F. (2019) Digital Marketing, Strategy, Implementation and Practice, 7th Edition, Pearson.

A detailed reading list will be provided at the end of each lecture or seminar session.

Availability of instructor

Two (2) hours each day during the duration of the online live interactive sessions.

Can also be contacted by email if needed: rawabdeh@hu.edu.jo

Other

Attendance and completion certificates will be available to all participants.

Table 1: Tentative schedule

Day	Time EEST	Description	Indicative reading
02/05/22	18:00-19:00	<ul style="list-style-type: none"> • The Difference Between E-Commerce and E-Business • Technological Building Blocks Underlying E-Commerce 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 1
02/05/22	19:00-20:00	<ul style="list-style-type: none"> • Unique Features of E-Commerce Technology • Types of E-Commerce • Assessing E-Commerce 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 1
03/05/22	18:00-19:00	<ul style="list-style-type: none"> • E-Commerce Business Models Global • Categorizing E-Commerce Business Models 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 2
03/05/22	19:00-20:00	<ul style="list-style-type: none"> • How E-Commerce Changes Business 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 2
04/05/22	18:00-19:00	<ul style="list-style-type: none"> • Industry Value Chains • Firm Value Chains 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 2
04/05/22	19:00-20:00	<ul style="list-style-type: none"> • Business Strategy 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 2
05/05/22	18:00-19:00	<ul style="list-style-type: none"> • Consumers Online: The Internet Audience and Consumer Behaviour • The Online Purchasing Decision 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 6
05/05/22	19:00-20:00	<ul style="list-style-type: none"> • Digital Commerce Marketing and Advertising: Strategies and Tools 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 6
06/05/22	18:00-19:00	<ul style="list-style-type: none"> • Multi-Channel Marketing Plan • Establishing the Customer Relationship • Online Marketing and Advertising 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 6
06/05/22	19:00-20:00	<ul style="list-style-type: none"> • Traditional Online Marketing and Advertising Tools • TEST 	Kenneth C. L., & Carol, T. (2017) E-Commerce: Business. Technology. Society, 13 th Edition, Pearson. Chapter 6