College of Administrative and Financial Sciences

STUDY PLAN PROJECT

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) – MAJOR IN E-COMMERCE

September 2023

Introduction

In the last two decades the world has been witnessing continuous increase in e-commerce, seen in the very high growth of this sector by 28% percent between 2006 and 2010. Various studies predict a large decrease in traditional modes of commerce by 2020, including trading in food products and retailing sector which is pushing in favor of e-commerce at the expense of intensive labor trade. Due to the presence of an advanced electronic environment especially in broad band Internet services and personal computers in the Kingdom of Saudi Arabia, academic specializations in administering e-commerce, from administrative marketing perspective and technical support perspective, are among the areas which will be more attractive to the workforce and accordingly in strong demand from students and graduates.

The Importance and Reasons for Creating the Program

(Economic, social, cultural, and technological reasons, and national needs and development, etc.) The CAF was the first college to start teaching after the issuing of the Honorable Royal Decree number 37409/B dated 10/09/1432 Hijra, ordaining the establishment of the Saudi Electronic University. In a first step towards realizing the vision and mission of the SEU, the CAF started by constituting the following academic departments: Department of Business Administration, Department of Finance, Department of Accountancy, Department of E-Commerce.

The CAF opens wide doors for the future, since its fields of specialization are needed for projects and partnerships in any public or private sectors company and institutions. The college provides the knowledge-based needed for study, investments and movement of capital in line with the appropriate scientific methods. Before planning and consulting construction companies, investors turn to business experts, graduate of business administration colleges, for viability studies.

Studying in the administration and finance is in demand by many students, due to the interest and satisfaction they find in studying something they like and find relevant to innovation in areas which others would not see as useful or not even possible. This is why many individuals enjoy the challenge of starting from simple projects to create legendary success building companies recognized internationally, by pursuit of proper planning and sound bases offered by administration studies.

The economic reasons are the current shortage of qualified e commerce professionals in the outset of global developments and need of future. The bachelor of business administration e-Commerce major is concerned with producing business managers specialized in the use of electronic media such as internet and mobile phone in the commerce.

The Social/cultural reasons are to create qualified candidates for higher ECOM studies (Bachelors and Masters, etc.) and to provide greater opportunity for kingdom to create more professionals in E Commerce domain and participate in the growth of the country.

The E-Commerce Program at Saudi Electronic University is to be able to carry out technological development plans of the Kingdom. To offer to student's quality skills and knowledge products through utilization of up-to-date learning training methods.

This E-COMMERCE program considers as a part of the national policy development plan.

- ➢ To contribute to achieving quality and distinction and creating a culture of creativity in the art and science of management.
- ➢ To offer to student's quality skills and knowledge products through utilization of up-to-date learning training methods.
- ➢ To offer and develop administrative abilities and professional leadership in learners, enabling them to play a leading role in the public and private sectors.
- ➢ To apply quality assurance standards recognized locally and internationally.
- ➢ To graduate administrators and business leaders who can satisfy the need of local, regional and international job market standards.

To develop in learners the skills of creative thinking though synthesis and analysis and to reinforce the value of team work and the ability of reaching collective decision.

Program Objectives

The BA in Business Administration (E-commerce) aims at preparing a specialized workforce and developing the skills and competencies in e-commerce to meet the needs of the job market.

The graduates of this program are expected to:

- ➢ Show understanding of e-commerce at the level of administration and practical application.
- ➢ Make decision concerning e-commerce to promote the employing organization's performance.

- Increase the organization's market share in cyberspace.
- Know technical methods in e-commerce currently used in the international markets.
- Apply new practices in e-commerce.
- Design Internet sites for e-commerce and prepare their marketing contents.
- Market the organization's products through the Internet and other social media.
- Lay plans and strategies for developing the organization's e-business and trade.

Duration of Study in the Program

8 Semesters

Program Learning Outcomes

- Recognize the fundamental concepts, principles and theories in business discipline applicable at the local or global level.
- Define E-commerce practices to promote goals of the organization.
- Describe E-commerce solutions for business problems and new business initiatives.
- Demonstrate effective skills in written and verbal communications using appropriate technologies and tools.
- Show an ability to integrate the concepts of the core areas of business field.
- Develop critical and analytical thinking for effective opportunity in identification, problem solving and decision-making for business issues.
- Explain the strategic E-business models and their relation with general business practices.
- Demonstrate effective and collaborative interpersonal skills in a team setting.
- Recognize and apply academic integrity, professional code of conduct and ethical standards in business practice.

Career Opportunities for Graduates of the Program

Qualified graduates from the program of E-Commerce can fit in various positions within business organizations including but not limited to:

- Director of e-Commerce
- E-Commerce Analyst
- E-Commerce Intelligence Analyst
- Database Warehouses Analyst
- E-Commerce Consultant
- Commercial Information Systems Analyst
- Information Security Adviser
- Web Developer for commercial purposes

Vision

➢ Employ the practical skills needed in such discipline, courses are enriched with practical cases and employ appropriate teaching strategies for the E-Commerce program.

➢ Assure high compliance of the targeted learning outcomes to the market labour required skills

➢ Contribute to the development of best-in-class methods of teaching and learning in the field of e-Commerce

➢ Promote the sense of ethics and social responsibility within Saudi business and governmental organizations.

Mission

➢ Equip the students in E-commerce with the skills by offering self-centered learning supported by high-quality online interactive teaching and encouraging entrepreneurship spirit and participation in engagement opportunities.

➢ Contributing to conduct research and studies in the E-Commerce sector.

➢ Providing labor market with graduates highly qualified and competent graduates in the electronic commerce field for successful careers in the private and public sectors

Program Study Plan

The Bachelor of Science in Business Administration in E-Commerce program contains 42 courses, distributed over 8 semesters.The program is only offered in English.

University Requirements: (34 Credits)

1. **ENG001:** English language Skills
2. **CS001:** Computer Essentials
3. **MATH001:** Fundamentals of Math
4. **ENG001:** English language Skills
5. **COMM001:** Communication Skills
6. **ENG001:** English language Skills
7. **CI001:** Academic Skills
8. **ISLM 101:** Introduction to Islamic culture
9. **ISLM 102:** Professional Conduct & Ethics in Islam
10. **ISLM 103:** Islamic Economic System
11. **ISLM 104:** Social System and Human Rights

College Requitements: (57 Credits)

1.STAT101: Statistics
2. LAW101: Legal Environment of Business
3. ECON101: Microeconomics
4. MGT101: Principles of Management
5. ACCT101: Principles of Accounting
6. STAT201: Quantitative Methods
7. FIN101: Principles of Finance
8. MGT201: Marketing Management
9. MGT211: HR Management
10. ECOM101: E-Commerce
11. ECON201: Macroeconomics
12. MIS201: Management of Information Systems
13. ECOM201: Introduction to e-Management
14. MGT301: Organizational Behavior
15. MGT311: Into to Operations Management
16. ACCT301: Cost Accounting
17. MGT321: Into to International Business
18. MGT322: Logistic Management
19. MGT401: Strategic Management

Specialization Requirements: (24 Credits)

1. **IT 404:** Website Design

2. **LAW 402:** Law of E-Commerce

3. **ECOM 421:** E-business Strategies and Business Models

4. **ECOM 402:** E-supply Chain Management

5. **ECOM 301:** E-Marketing

6. **IT403:** Fundamentals of Databases

7. **IT 401:** Business Computer Languages

8. **IT 402:** Integrated Enterprise Systems

Field Experience Internship (6 Credits)

ECOM430: Internship

Concentration courses: (9 Credits)

- *Ecommerce Concentration*
- **ECOM322:** Social Media Marketing
- **ECOM425:** Virtual Organization Management
- **IT405:** E-Portals Development

- *Business Administration Concentration*
- **MGT312:** Decision Making and Problem Solving
- **MGT402:** Entrepreneurship and Small Business
- **MGT323:** Project Management

- *Accounting Concentration*
- **ACCT201:** Financial Accounting
- **ACCT422:** Tax & Zakat Accounting
- **ACCT402:** Introduction To Accounting Information Systems

- *Finance Concentration*
- **FIN201:** Corporate Finance
- **FIN402:** Financial Institutions and Markets
- **FIN401:** Banks Management

Program Structure

University Requirements: (34 Credits)

Course Code	Course Name	Credit Hours	Prerequisites
ENG001	English Language Skills	16	
CS001	Computer Essentials	3	
MATH001	Fundamentals of Math	3	
COMM001	Communication Skills	2	
CI001	Academic Skills	2	
ISLAM101	Introduction to Islamic Culture	2	
ISLAM102	Professional Conduct & Ethics in Islam	2	
ISLAM103	Islamic Economic System	2	ISLAM101
ISLAM104	Social System and Human Rights	2	ISLAM102
Total		**34**	

College requitements : (57 Credits)

Course Code	Course Name	Credit Hours	Prerequisites
ACCT101	Principles of Accounting	3	Passing the First Year
MGT101	Principles of Management	3	Passing the First Year
STAT101	Statistics	3	Passing the First Year
ECON101	Microeconomics	3	Passing the First Year
LAW101	Legal Environment of Business	3	Passing the First Year
ECOM101	E-Commerce	3	
MGT201	Marketing Management	3	MGT101

FIN101	Principles of Finance	3	ACCT101
MGT211	Human Resources Management	3	MGT101
STAT201	Quantitative Methods	3	STAT101
ECON201	Macroeconomics	3	
MIS201	Management of Information Systems	3	MGT101
MGT301	Organizational Behavior	3	MGT211
ACCT301	Cost Accounting	3	ACCT101
MGT 311	Introduction to Operations Management	3	MGT101+STAT101
MGT321	Introduction to International Business	3	
ECOM201	Introduction to E-management	3	MGT101
MGT322	Logistics Management	3	MGT101
MGT401	Strategic Management	3	MGT201 + FIN101
Total		**57**	

Specialization Requirements: (30 Credits)

Course Code	Course Name	Credit Hours	Prerequisites
IT 404	Website Design	3	
LAW 402	Law of E-Commerce	3	LAW 101
ECOM 421	E-business Strategies and Business Models	3	MGT 401
ECOM 402	E-supply Chain Management	3	MGT211
ECOM 301	E-Marketing	3	MGT 201
IT403	Fundamentals of Databases	3	IT 401
IT 401	Business Computer Languages	3	MGT311
IT 402	Integrated Enterprise Systems	3	MIS 201

ECOM 430	Internship	6	Complete 90 Credit Hours
Total		**30**	

Concentration Requirements: (9 Credits)

	Ecommerce Concentration	Course Code	Course Name	Prerequisite
Concentration	**Ecommerce Concentration**	ECOM322	Social Media Marketing	ECOM301
		ECOM425	Virtual Organization Management	MGT101
		IT405	E-Portals Development	IT404
	Business Administration Concentration	MGT312	Decision Making and Problem Solving	MGT201
		MGT402	Entrepreneurship and Small Business	-
		MGT323	Project Management	MGT401
	Accounting Concentration	ACCT201	Financial Accounting	ACCT101
		ACCT422	Tax & Zakat Accounting	ACCT201
		ACCT402	Introduction To Accounting Information Systems	ACCT101 و MIS201
	Finance Concentration	FIN201	Corporate Finance	FIN101
		FIN402	Financial Institutions and Markets	FIN101
		FIN401	Banks Management	FIN101

Program Structure by Levels

First Year

#	Course Code	Course Title	Credit Hours	Pre-Requisites
1	ENG001	English Skills	8	-
2	CS001	Computer Essentials	3	-
3	COMM001	Communication Skills	2	-
4	ENG001	English Skills (Continued)	8	-
5	MATH001	Fundamentals of Math	3	-
6	CI001	Academic Skills	2	-

Level three

#	Course Code	Course Title	Credit Hours	Pre-Requisites
1	ISLM101	Introduction to Islamic culture	2	Common First Year
2	STAT101	Statistics	3	Common First Year
3	LAW101	Legal Environment of Business	3	Common First Year
4	ECON101	Micro economics	3	Common First Year
5	MGT101	Principles of Management	3	Common First Year
6	ACCT101	Principles of Accounting	3	Common First Year

Level Four

#	Course Code	Course Title	Credit Hours	Pre-Requisites
1	ISLM102	Professional Conduct & Ethics in Islam	2	-
2	STAT201	Quantitative Methods	3	STAT101
3	FIN101	Principles of Finance	3	ACCT101

4	MGT201	Marketing Management	3	MGT101
5	MGT211	H.R Management	3	MGT101
6	ECOM101	E-Commerce	3	-

Level Five

#	Course Code	Course Title	Credit Hours	Pre-Requisites
1	ECON201	Macroeconomics	3	-
2	MIS201	Management of Information Systems	3	MGT101
3	ECOM201	Introduction n to e-Management	3	MGT101
4	MGT301	Organizational Behavior	3	MGT211
5	MGT311	Intro to Operations Management	3	MGT101 و STAT101
6	ECOM301	E-Marketing	3	MGT201

Level Six

#	Course Code	Course Title	Credit Hours	Pre-Requisites
1	ISLM103	Islamic Economic System	2	ISLM101
2	ACCT301	Cost accounting	3	ACCT101
3	MGT321	Intro to International Business	3	-
4	MGT322	Logistics Management	3	MGT101
5	IT401	Business Computer Languages	3	MGT311
6		Concentration Level 6	3	Concentration Table

Level Seven

#	Course Code	Course Title	Credit Hours	Pre-Requisites
1	ISLM104	Social System and Human Rights	2	ISLM102
2	MGT401	Strategic management	3	MGT201 و FIN101
3	IT403	Fundamentals of Databases	3	IT401
4	IT404	Web Design	3	
5	LAW402	Law of E-Commerce	3	LAW101

6		Concentration Level 7	3	Concentration Table

Level Eight

#	Course Code	Course Title	Credit Hours	Pre-Requisites
1	IT402	Integrated Enterprise Systems	3	MIS201
2	ECOM421	E-Business Strategy and Business Models	3	MGT 401
3	ECOM402	E-Ssupply Chain Management	3	MGT211
4	ECOM430	Internship	6	Complete 90 credit hours
5		Concentration Level 8	3	Concentration Table

Ecommerce Concentration

Ecommerce Concentration - Ecommerce Program

Course Code	Course Name	Prerequisite	Level	Requirement
ECOM322	Social Media Marketing	ECOM301	LEVEL 6	Concentration Requirement
ECOM425	Virtual Organization Management	MGT101	LEVEL 7	Concentration Requirement
IT405	E-Portals Development	IT404	LEVEL 8	Concentration Requirement

Business Administration Concentration - Ecommerce Program

Course Code	Course Name	Prerequisite	Level	Requirement
MGT312	Decision Making and Problem Solving	MGT201	LEVEL 6	Concentration Requirement
MGT402	Entrepreneurship and Small Business	-	LEVEL 7	Concentration Requirement
MGT323	Project Management	MGT401	LEVEL 8	Concentration Requirement

Accounting Concentration - Ecommerce Program

Course Code	Course Name	Prerequisite	Level	Requirement
ACCT201	Financial Accounting	ACCT101	LEVEL 6	Concentration Requirement
ACCT422	Zakat Accounting & Tax	ACCT201	LEVEL 7	Concentration Requirement
ACCT402	Introduction To Accounting Information Systems	، ACCT101 MIS201	LEVEL 8	Concentration Requirement

Finance Concentration - Ecommerce Program

Course Code	Course Name	Prerequisite	Level	Requirement
FIN201	Corporate Finance	FIN101	LEVEL 6	Concentration Requirement
FIN402	Financial Institutions and Markets	FIN101	LEVEL 7	Concentration Requirement

FIN401	Banks Management	FIN101	LEVEL 8	Concentration Requirement

Program Courses Descriptions

Course Title	E-Commerce
Course Code	ECOM101
Pre-requisite(s)	-
Credit hours	3
Contact hours	3
Course Description	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.

Course Title	Management of Information Systems
Course Code	MIS201
Pre-requisite(s)	MGT101
Credit hours	3
Contact hours	3

Course Description	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.

Course Title	Introduction to E-Management
Course Code	ECOM201
Pre-requisite(s)	MGT101
Credit hours	3
Contact hours	3
Course Description	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.

Course Title	Digital Marketing
Course Code	ECOM301
Pre-requisite(s)	MGT201
Credit hours	3
Contact hours	3
Course Description	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.

Course Title	Social Media Marketing
Course Code	ECOM322
Pre-requisite(s)	ECOM301
Credit hours	3
Contact hours	3
Course Description	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.

Course Title	E-Ssupply Chain Management
Course Code	ECOM402
Pre-requisite(s)	MGT211
Credit hours	3
Contact hours	3
Course Description	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.

Course Title	**E-Business Strategy and Business Models**
Course Code	**ECOM421**
Pre-requisite(s)	**MGT401**
Credit hours	**3**
Contact hours	**3**
Course Description	**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.**

Course Title	**Virtual Organization Management**
Course Code	**ECOM425**
Pre-requisite(s)	**MGT101**
Credit hours	**3**
Contact hours	**3**
Course Description	**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.

Course Title	Internship
Course Code	ECOM430
Pre-requisite(s)	Complete 90 Hours
Credit hours	6
Contact hours	6
Course Description	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.

All the best