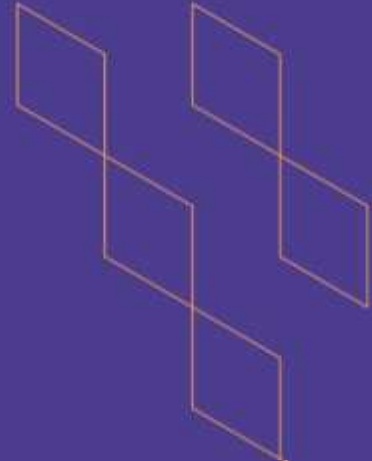




T-104  
2022

## Course Specification



Course Title:	Digital Business Management
Course Code:	BA4209
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	28/01/2023



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## A. General information about the course:

Course Identification	
1. Credit hours:	4
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 11	
4. Course description This course is designed to help students understand the multiple aspects related of planning, strategizing, assessing, and managing a digital business. The course is comprehensive in which it introduces students to many parts related to e-commerce and e-services under the umbrella of digital business by outlining the multiple aspects of technologies (software and hardware) required for a digital business as well as making the student familiar with the methods and techniques required for e-procurement, e-marketing and other important aspects related to the ecosystem of a digital business.	
5. Pre-requirements for this course (if any):	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s) The course objective is to enable students to become familiar with the many intricate components of developing, managing, and maintaining a digital business. By completing this course, students will be expected to:	
<ul style="list-style-type: none"> <li>• Have a strong foundation about the methods and techniques for developing plans and strategies for an online business.</li> <li>• Understand the environment of managing a digital business</li> <li>• Demonstrate capabilities to assess digital business requirements Apply digital marketing techniques and methods for acquiring customers for digital businesses</li> </ul>	

### 1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	28	70%
2.	E-learning	12	30%
3.	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		
4.	Distance learning		



## 2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	28
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	12
5.	Others (specify)	
<b>Total</b>		<b>40</b>

## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Define the meaning and scope of digital business	K1	Lecture, Research, and Discussion	Assignments, Quizzes, Case studies Probing/Discussion in the class Two-minute papers at the end of class Multiple-choice test on completion of each topic
1.2	Define the meaning and scope of digital business	K2	Lecture, Research, and Discussion	Oral during the class, experimenting to identify what students understood
1.3	Outline technologies used to build an online business infrastructure	K1	Lecture, Research, and Discussion	Exams, participation, and Team project



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	Outline methods for acquiring customers for a digital business	K1	Lecture, Research, and Discussion	Exams, participation, and Team project
2.0	Skills			
2.1	Apply tools and skills to generate an online business strategy	S1	Lecture, Lab Demonstration, Lab work	Exams, participation, and Team project
2.2	Construct an outline for a digital marketing strategy for an online business	S3	Lecture, Lab Demonstration, Lab work	Exams, participation, and Team project participation, and Team project
2.3	Engage in insightful debates Assess system requirements for an online digital business on the issues surrounding business ethics	S5	Lecture, Lab Demonstration, Lab work	Exams, participation, and Team project
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate values of integrity, ethical behavior, cooperation, and independence in both academic and personal contexts.	V3	Divide students in groups and change the leadership of groups each period	Group Presentation  Assess each group achievements
...				

## C. Course Content

No	List of Topics	Contact Hours
1	Introduction to digital business and e-commerce	4
2	Marketplace analysis for e-commerce	4
3	Managing digital business infrastructure	4
4	E-environment	4
5	Digital business strategy	4
6	E-procurement	4
7	Digital marketing	4
8	Customer relationship management for digital businesses	4
9	Analysis and design of digital businesses	4
10	Digital business service implementation and optimization	4
<b>Total</b>		<b>40</b>

## D. Students Assessment Activities

NO	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Attendance	Weekly	5%
2	Class Participation	Weekly	10%
3	Midterm Exam	6	20%
4	Team Project and Presentation	9	15%
5	Final Exam	12	50%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)



## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	Chaffey, D., Edmundson-Bird, D., & Hemphill, T. (2019). Digital business and e-commerce management. Pearson UK.
Supportive References	
Electronic Materials	
Other Learning Materials	

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, lab
Technology equipment (projector, smart board, software)	Data Show, Smart Board , , software
Other equipment (depending on the nature of the specialty)	None

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders Department and quality committee	Review of course portfolios Instructor assessment by students



Assessment Areas/Issues	Assessor	Assessment Methods
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders, Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

## G. Specification Approval Data

COUNCIL /COMMITTEE	DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023

