

**Course Description**

**Business Strategies**

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| **Faculty of Business Administration** | | | **Department of Business Administration** | |
| Course | Business Strategies | | Prerequisite: |  |
| Credit Hours:4 | Theoretical:2 | Practical:2 | Course Code: |  |

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| **Description** | | |
| The course introduces the students of the Faculty of Business Administration, Department of Marketing and E-commerce, to the nature of e-business and its environment and networks. It also provides them with an opportunity to learn about the nature of virtual communities and security of e-businesses. The students will be eventually introduced to e-business strategies, their success requirements and levels of development. It also introduces them into methods of forming these strategies, along with their essential components. The course provides the students with an opportunity to learn more about e-governance, its requirement and merits as a recent and important issues nowadays. Furthermore, it introduces the topic of managing client relations electronically, how to build successful e-relations with the clients, and the advantage of applying this concept regarding organization and client. | | |
| **Content** | | |
| المحاضرة السابعة: ماهية الإدارة الإلكترونية  Lecture7: The Nature of e-management  Lecture8: Concepts of e-government  Lecture9: Managing Client Relations Electronically  Lecture10: Practice on Forming Successful e-business Strategies | Lecture1: The environment of e-business  Lecture2: e-business networks  Lecture3: Virtual Communities  Lecture4: e-business Security  Lecture5: e-business Strategies  Lecure6: Forming e-business Strategies | |
| **References** | | |
| **English Books:**  1- Albrecht E., Francisco M.L., Strategies for e-business: creating value through Electronic and Mobile Commerce, Publisher: Pearson, 3 Edition, 2014.  2- Electronic Business: Concepts, Methodologies, Tools, and Applications, In Lee  Western Illinois University, USA. Volume I. INFORMATION SCIENCE REFERENCE, Hershey • New York, 2009.  **كتب عربية:**  1- شعبان العاني، مزهر: الأعمال الإلكترونية: منظور إداري- تكنولوجي، دار الإعصار العلمي للنشر والتوزيع، عمان، 2016.  2- غدير غدير، باسم: التسويق الالكتروني، كلية الاقتصاد، منشورات جامعة تشرين، 2017.  3- غدير غدير، باسم: الحكومة الإلكترونية، دار المرساة، اللاذقية، الطبعة الأولى، 2010.  4- إيان، دودج. ترجمة عبد الحكم أحمد الخزامى: الإدارة الإلكترونية، دار الفجر للنشر والتوزيع، القاهرة، 2006. | | |