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| **Institute of Technology (IT) - university of Ouargla –** **Department: Business administration**  |

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| **SUBJECT SYLLABUS** **(to be published on the website)** |
| **E-Commerce and E-Marketing** |

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| **COURSE TEACHER** | **Nedjmi SAIDAT** |
| Receiving students per week |
| Email  | **Saidat.nedjmi@univ-ouargla.dz** | Day  | **Sunday**   | Hour  | **1:30:00 PM** |
| Landline phone |  | Day |  | Hour  | **3:00:00 PM** |
| Secretary phone  |  | Day  |  | Hour  |  |
| Other  | **660931723** | Building  | **ISTA**  | Office  | **Room 05** |

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| **Tutorials**(Receiving students per week) |
| Name of teacher | Office/reception room | Session 1  | Session 2 | Session 3  |
| Day  | Session | Day | Hour | Day | Session |
|  | **Room 05** | **Sunday**  | **3:00:00 AM** |  |  |  |  |
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| **Practical works**(Receiving of students per week) |
| Name of teacher | Office/reception room | Session 1  | Session 2 | Session 3  |
| Day  | Session | Day | Hour | Day | Session |
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| **Course description** |
| Objective  | Familiarity with the principles of commerce, e-marketing and applying in real life |
| Type of Teaching Unit | UEM (Methodological) |
| Short content | E-commerce E-marketing, E-communication, E-merchandising, The virtual store, the legal form of E-commerce E-marketing. |
| Subject Credits | 1 |
| Subject coefficient | 2 |
| Weighting Participation | 60 |
| Weighting Attendance | 95 |
| Average Calculation | N + M |
| Skills targeted | **Students of the institute** |

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| **Assessment of continuous knowledge test** |
| **First knowledge test** |
| Day | Session | Duration | Type (1) | Doc. Allowed (yes/no) | Scale | Exchange after evaluation (date of sheet consulting) | Evaluation criteria (2) |
| **Sunday**  | **3:00:00 PM** | **30** | **EC** | **Yes**  | **10** |  | **A** |
| **Second knowledge test** |
| Day | Session | Duration | Type (1) | Doc. Allowed (yes/no) | Scale | Exchange after evaluation (date of sheet consulting) | Evaluation criteria (2) |
|  |  | **30**  | **E** | **No**  | **10** |  | **A** |

(1) Type: E=written, EI=individual presentation, EC=class presentation, EX=experimentation, MCQ

(2) Assessment criteria: A=Analysis, S=synthesis, AR=argumentation, D=approach, R=results.

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| **Used Equipment and Material**  |
| Platforms addresses  | Moodle  |
| Application names (web, local networks) | Slideshare  |
| Handouts  | E-commerce E-marketing  |
| Laboratory material  |  |
| Protective material  |  |
| Material to be used in the field  |  |

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| **Expectations** |
| Expectations of students (Participation-involvement) |  |
| Teacher expectations |  |
| **Bibliography** |
| Books and digital resources  | Marketing management, mercator, strategic marketing and others |
| Articles (papers)  |  |
| Handouts  | Various books  |
| Websites  | Slideshare.net  |

Stamp of the department