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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