

**Date: October 2005**

- I.** Course Name: Electronic Commerce  
Prefix and Number: CSC 247/ BUS 247  
Credit and Contact Hours: 3 credit hours – 3 contact hours  
Course Description:

This course provides the learner with an overview of the basic principles of electronic commerce and the related concepts, which are reflected in current environment of the global economy. In the course, the student will develop a deeper understanding of the critical attributes of a successful participant in today's ever-changing markets.

During this course the learner will utilize fundamental concepts learned in economic and marketing classes, integrated with computer skills to create an online business.

Included in the content of this course will be current issues related to the electronic commerce issues. Security, digital money, and the evolving internet will be among some of these issues. Ethical, legal and environmental issues will also be explored.

## **II. Course Outcomes and Objectives**

### **Learning Outcomes**

Upon completion of the course the participant will be able to:

1. Explain the concept of ecommerce and its revolution.
2. Explain the infrastructure of the Internet and how the various elements contribute to the marketing distribution solutions.
3. Explain and develop solutions for implementing an ecommerce site.
4. Discuss security and ecommerce and the ramifications of neglecting it.
5. Create a marketing plan and promotional plan for an ecommerce site.
6. Evaluate a payment system for a site.
7. Create a strategy for the different, non-traditional areas surrounding ecommerce.
8. Implement, in simulation or authentically, an ecommerce site.

### **Relationship to Academic Programs and Curriculum**

This course is the culminating course for persons in the AAS in Information Technology program who are specializing in the Electronic Commerce track.

### **Competencies Addressed in this Course**

Writing (writing detailed specifications)  
Oral Communication (presenting final products)  
Reading (reading technical manuals)  
Computer Literacy (competency using software and hardware)  
Problem Solving and Critical Thinking (creating business solutions to computer based problems)  
Ethics and Values (computer ethics)  
Global Concerns (software applications)  
Professional Competency (professional products)

## **III. Methods of Instruction**

### **Types of Materials**

1. Textbooks:

### **Methods of Instruction**

1. Lecture
2. Discussions
3. Demonstrations
4. Programming
4. Tutorials

### **Assessment Measures**

Activities will emphasize creative problem solving applying computer based solutions to marketing challenges. Students will evaluate the solutions as to functionality, ethical and legal implementation and practicality.

### **Methods of Evaluation**

The demonstration of the satisfactory achievement of the above learning outcomes will be the responsibility of the student, facilitated by the instructor. The department maintains a very open attitude and believes each instructor should determine the grading system and evaluation methods that will be used in his/her sections of the course. It is highly recommended that these be communicated to the students the first week of the semester, preferably in writing.

Among the evaluation methods that could be used are exams, quizzes, and programming assignment projects. Any grading system used must be consistent with the College Catalog and Middle States grading procedure.

## **IV. General Outline of Topics Covered**

Introduction	Explain what Ecommerce is. Explain how Ecommerce works on the Internet. Explain the forces behind Ecommerce Discuss the role of Ecommerce in the current business world.
The Infrastructure of Ecommerce: Internet	Demonstrate how TCP/IP and Packet switching works Demonstrate Markup Languages Explain relationships between web client/server Differentiate Internet/Intranet/Extranet Evaluate different Internet connections for their effectiveness.
Software solutions	Explain the different kinds of hosting solutions and software that runs them. Differentiate software solutions based on company size.

Security	Analyze and evaluate different threats to security in electronic commerce. Set up a response to an ecommerce emergency. Write a security plan. Ensure transaction integrity Protection for the server.
Payment Systems	Evaluate and explain the options for epayments. Demonstrate a current knowledge of new payment systems.
Marketing Sales and Promotions	Create an effective web presence Evaluate a system for reaching customers Evaluate different business models on the web.
Purchasing and Support Activities	Explain EDI for business communications Explain supply chain with respect to ecommerce
Indirect Sales	Develop a strategy for selling using auctions, virtual communities, web portals and retail partnering.
Legal, ethical and environmental issues.	Explain the different problems and challenges faced when marketing globally in each of these areas.
Planning	Create a viable business plan for electronic commerce.
Implementation	Create a simple execution of a plan to market a product utilizing the internet.