Course Syllabus

Department: Computing Sciences

Date: 9/2012

I. Course Prefix and Number: BUS/CSC 247

   Course Name: Electronic Commerce

   Credit Hours and Contact Hours: 3 credit hours and 3 contact hours

Catalog Description including pre- and co-requisites:

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 are 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.

Relationship to Academic Programs and Curriculum:

Successful completion of this course is required for the Web and Multimedia Application Development advisement area in achievement of the AAS Information Technology degree.

II. Course Outcomes and Objectives

   Student 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.

   College Learning Outcomes Addressed by the Course:
   □ writing                        ☑ ethics/values
   ☑ oral communications            □ citizenship
   □ reading                        ☑ global concerns
III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):

College and student learning outcomes will be assessed through a variety of activities that emphasize critical thinking using the computer including the following:

1. Assignments: Case problems:
   Students will develop skills in critical thinking, information resources, global concerns and ethics/values as they learn to analyze ecommerce web sites. In addition students will be introduced to using Web based information resources in a professional manner. These activities will assess the above checked learning outcomes.

2. In-class quizzes:
   In-class quizzes will be given routinely to develop and assess student computer literacy, critical thinking and the student’s ability to use information resources.

3. Final Team Project:
   Students will be required to complete a final project in a team. The project will assess all of the learning outcomes checked above. A professional oral presentation of the project will be the culminating graded activity. This will assess oral communications.

IV. Instructional Materials and Methods

Types of Course Materials:

Textbook, and a variety of online resources.

Methods of Instruction (e.g. Lecture, Lab, Seminar …):

Discussions, individual projects, team projects, demonstrations, student hands-on activities

V. General Outline of Topics Covered:

<table>
<thead>
<tr>
<th>Introduction</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Infrastructure of Ecommerce: Internet</td>
<td>Demonstrate how TCP/IP and Packet switching works Demonstrate Markup Languages Explain relationships between web client/server Differentiate Internet/Intranet/Extranet</td>
</tr>
<tr>
<td></td>
<td>Evaluate different Internet connections for their effectiveness.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Software solutions</strong></td>
<td>Explain the different kinds of hosting solutions and software that runs them. Differentiate software solutions based on company size.</td>
</tr>
</tbody>
</table>