PROBLEM SOLVING FOR THE WEB W/ E-COMMERCE
WEB 2500

Class Hours: 3.0     Credit Hours: 3.0
Laboratory Hours: 0.0     Date Revised: Fall 03

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

This course is designed to provide in-depth coverage of electronic commerce concepts. The learner will participate in a variety of activities designed to provide familiarity with the tools and issues associated with a web-delivered commercial enterprise. The learner will plan, design, develop and test web environments designed to meet secure retail and organizational needs.

Entry Level Standards:

Ability to read, write and reason at college level. Ability to create Word, PowerPoint and Excel files.

Prerequisites:

OST 2801, OST 2802, OST 2803; CSIT 2645 or equivalent [COM 1000 (NSTI)]

Textbook(s) and Other Reference Materials Basic to the Course:


Access to computer system. Netscape Navigator version 4.7 or higher OR Internet Explorer version 5.0 (note: can be downloaded free of charge from: www.microsoft.com or www.netscape.com.)

I. Week/Unit/Topic Basis:

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<th>Week</th>
<th>Topic</th>
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<tr>
<td>1</td>
<td>What is Electronic Commerce? Using Value Chains and the Web to sell products and services.</td>
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<tr>
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<tr>
<td>3</td>
<td>Creating a Successful Web Presence: Designing the User Interface</td>
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<td>4</td>
<td>Promoting the Electronic Commerce Web Site</td>
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<td>5</td>
<td>Building an Online Store: Infrastructure and Software</td>
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<td>6</td>
<td>Building a Yahoo! Store</td>
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<td>7</td>
<td>Building a Big Step Store</td>
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Exam #1

Electronic Commerce Security- Privacy Threats

Protecting Your Privacy

Electronic Payment Systems: Accepting and Processing Customer Payments

Introduction to Electronic Cash, Smart Cards and Electronic Wallets

Conducting Electronic Commerce in a Global Business Environment

The Legal Environment of Electronic Commerce

Ethical Issues in Electronic Commerce

Final Exam

II. Course Objectives*

A. Demonstrate an understanding of commerce, e-commerce, value chains and marketing strategy. VI

B. Understand how successful web presences are created. V, VI

C. Build an online store. II,III,V,VI

D. Understand how to create a secure commerce environment. II,IV,VI

E. Compare and contrast the advantages and disadvantages of common electronic payment systems. VI

F. Understand the impact of three uncontrollable environmental factors (culture, legal and ethical) on ecommerce. VI

*Roman numerals after course objectives reference goals of the WEB program.

III. Instructional Processes*

Students will:

1. Record, analyze, interpret and articulate facts by reading, evaluating and developing solutions to e-commerce based case study exercises. Communication Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy

2. Use critical thinking skills to interpret, evaluate, and make informed judgments about the effectiveness of specific online retailers’ web presences. Problem Solving and Decision Making Outcome, Transitional Strategy

3. Demonstrate competence in accessing information on the Web by completing internet exercises designed to explore, describe and combine features of various retail web sites. Technological Literacy Outcome, Information Literacy Outcome, Active Learning Strategy

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.
IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Define electronic commerce and describe similarities and differences between ecommerce and traditional commerce. A

2. Define the four P’s of marketing. A

3. Explain value chains and the effect of ecommerce on traditional channel arrangements. A

4. Discuss advantages and disadvantages of ecommerce. A

5. Define and describe the nine basic web business models and be able to identify models specific web sites are using. A

6. Use a shopbot to compare website product marketing strategies. A

7. Understand how to identify and reach customers on the Web. B

8. List and explain the five (5) objectives all effective websites use to create an attractive online presence. B

9. Describe how firms can integrate usability testing into their website. B

10. Define the 11 key factors website designers should consider as they create or update websites to improve usability. B

11. Define various metrics for evaluating web site advertising effectiveness and cost. B

12. Compare and contrast customer relationship management strategies for ecommerce and traditional marketing. B

13. Define and provide examples of basic electronic commerce software functions. C

14. Build an online store using Yahoo! and/or Bigstep templates. C

15. Compare/contrast the advantages of using web hosting services versus building and maintaining your own site. C

16. Understand the most common ways of promoting a site, including advertising, using search engines. C

17. Describe security protection techniques that will maintain customer privacy, keep transactions confidential, thwart eavesdropping and ensure customer identification and authentication. D

18. Understand the role of encryption in maintaining confidentiality. D

19. Identify and define the kinds of threats that businesses face when conducting ecommerce. D

20. Describe how digital signatures and digital ID’s are created. D

21. Understand the major online payment options available. E

22. Understand how online credit cards are processed. E
23. Identify different types of electronic cash systems and select the appropriate type for a specific ecommerce objective. E

24. Install and use an electronic wallet. E

25. Explain some of the cultural issues that affect businesses conducting electronic commerce. F

26. Examine laws that govern electronic commerce activities. F

27. Discuss contracts and contractual issues of concern to online retailers. F

28. Define and give examples of trademark infringement and deceptive trade practices. F

29. Explain how the global nature of ecommerce impacts the legal concept of jurisdiction, and how this impacts the laws governing online commerce. F

30. Create a web page that would be appropriate for selling in the U.S. market and another that would be appropriate for the same product in the Japanese market. Compare and contrast features. F

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 40% of grade

Two exams will be given, each counting 20% of the grade. While the mid-term will be over the first three chapters and the final, over the last three, the course builds throughout the semester and concepts learned the first half will be used the second as well. There may be some overlap on the exams as well. Exams will include objective (multiple choice, fill-in-the-blank and true-false) questions to test mastery of definitions and basic processes. They will also include mini-cases and exercises to test transfer knowledge, or the ability to use the knowledge you gain in solving one case to solve a similar but not identical case.

B. Laboratory Expectations: 60% of grade

This course is highly interactive. It is expected that the student will use the text as a guide. It is tutorial in nature. Students must log on to the computer and go to the Student Online companion (www.course.com/newPerspectives/EC) as they read each assignment. Throughout the text, students will be asked to log onto particular websites that demonstrate and exemplify concepts being examined in the text. It is assumed students complete each web assignment as part of the homework assignments. To test competency, students will be assigned a minimum of one case per chapter of the text (6 cases minimum, 12 maximum). Casework runs the gamut from building and populating online stores to identifying business strategies particular online retailers have chosen. Overall, casework will comprise 60% of the grade in this class. Required discussions will be restricted to the board. Students are expected to participate in the discussion board.

C. Field Work:

The text is in workbook format and will utilize resources on the web and a few content pages. The assignment page will link to these content pages and sources.
D. Other Evaluation Methods:

N/A

E. Grading Scale:

A  90-100
B+ 85-89
B  80-85
C+ 75-79
C  70-75
D  65-69
F  64 and below

VI. Policies:

A. Attendance Policy:

WebCT monitors student movement among pages. The instructor will be checking to see who is going to what sites and how long they are staying there throughout the semester. Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding videotape and Web courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. (Pellissippi State Catalog)

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (Pellissippi State Catalog)

C. Other Policies:

Facilities: Students must have a valid Pellissippi ID to be presented on demand to gain access to Pellissippi facilities.

Americans with Disabilities Policy

If you require an accommodation in order to function effectively in this class, please contact the Director for Students with Disabilities by phone at 865-539-7153 or email asatkowiak@pstcc.cc.tn.us as soon as possible. Also contact me by phone at 865-6482 or email at lbogaty@pstcc.cc.tn.us.

ADA Contact Information
Pellissippi State Technical Community College
P. O. Box 22990 Knoxville, TN 37933-0990
Phone 865-694-6400
Email comments to: asatkowiak@pstcc.cc.tn.us

Hardware Requirements for This Course
IBM-type criteria:

Pentium Computer 300 MHz minimum (Pentium III/750 MHz preferred)
processing speed
64 MB RAM (128 MB RAM preferred)
Monitor capable of at least 800 x 600 resolution
CD-ROM (DVD preferred) Drive
56 kbps modem with Internet access (high speed such as cable modem or DSL recommended, if possible)
Speakers and 16 bit sound card
Operating System: Windows 98 or higher

Macintosh criteria:

PowerPC minimum (G3/300 MHz preferred)
64 MB RAM (128 MB RAM preferred)
Monitor capable of at least 800 x 600 resolution
CD-ROM (DVD preferred)
56 kbps modem with Internet access (high speed such as cable modem or DSL recommended, if possible)
Speakers
Operating System: Macintosh 8.5.1 or higher (Mac OS 8.6 or higher preferred)

Plugins Needed for This Course

Shockwave and Flash, Acrobat Reader, Windows Media Player (PC users only), RealPlayer.