PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS  

E-COMMERCE  
MKT 2450  

Class Hours:  3.0    Credit Hours:  3.0  
Laboratory Hours:  0.0    Date Revised:  Fall 2011  

Catalog Course Description:  
A study of e-commerce and its impact on business. The course provides a framework for understanding e-commerce, including possible marketing opportunities, as well as implementation and organization issues involved in capitalizing on e-commerce.  

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

Prerequisites:  
None  

Co-requisites:  
None  

Textbook(s) and Other Course Materials:  

I. Week/Unit/Topic Basis:  

<table>
<thead>
<tr>
<th>Week</th>
<th>Unit</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Introduction to E-Commerce; The Revolution is Just Beginning</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>E-commerce Business Models and Concepts</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>The Internet and World Wide Web: E-Commerce Infrastructure</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Building an E-commerce Website</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Security and Payment Systems</td>
</tr>
<tr>
<td>6</td>
<td>1-5</td>
<td>Exam Chapters 1-5</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>E-commerce Marketing Concepts</td>
</tr>
</tbody>
</table>
II. Course Goals*:
The course will:

A. Teach students the basic concepts behind commerce, e-commerce, value chains and marketing strategy. I, II, III, V, VI

B. Teach students how successful web presences are created. II, III

C. Teach students how to evaluate functionality of ecommerce site. IV

D. Teach students how to create a secure commerce environment. III

E. Teach students how to compare and contrast the advantages and disadvantages of common electronic payment systems. III, II

F. Teach students to recognize and allow for the impact of three uncontrollable environmental factors (culture, legal and ethical) on ecommerce. VII, VI, II, I

*Roman numerals after course objectives reference goals of the Marketing program (Career Program Goals and General Education Goals are listed http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/ )

III. Expected Student Learning Outcomes*:
Students will be able to:

1. Record, analyze, interpret and articulate facts by reading, evaluating and developing solutions to e-commerce based case study exercises. (A)

2. Use critical thinking skills to interpret, evaluate, and make informed judgments about the effectiveness of specific online retailers' web presences. (B, C)

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. (A, B, C)

4. Explain value chains and the effect of ecommerce on traditional channel arrangements. (A)
5. Define and describe the nine basic web business models and be able to identify models specific web sites are using. (A)

6. List and explain the objectives all effective websites use to create an attractive online presence. (B, C)

7. Describe how firms can integrate usability testing into their websites. (B)

8. Define the key factors website designers should consider as they create or update websites to improve usability. (B, C)

9. Define various metrics for evaluating website advertising effectiveness and cost. (A, B, C)

10. Compare and contrast customer relationship management strategies for ecommerce and traditional marketing. (A)

11. Define and provide examples of basic electronic commerce software functions. (C, D)

12. Compare/contrast the advantages of using web hosting services versus building and maintaining your own site. (A, B, C)

13. Compare and contrast the most common ways of promoting a site, including advertising, using search engines. (C)

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

15. Analyse the role of encryption in maintaining confidentiality. (D)

16. Identify and describe the kinds of threats that businesses face when conducting ecommerce. (D)

17. Describe how digital signatures and digital ID's are created. (D)

18. Classify and describe the major online payment options available. (E)

19. Describe how online credit cards are processed. (E)

20. Identify different types of electronic cash systems and select the appropriate type for a specific ecommerce objective. (E)

21. Examine some of the cultural issues that affect businesses conducting electronic commerce. (F)

22. Examine laws that govern electronic commerce activities. (F)

23. Discuss contracts and contractual issues of concern to online retailers. (F)

24. Define and give examples of trademark infringement and deceptive trade practices. (F, A)

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

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:
A. Testing Procedures: 40% of grade

Two exams will be given, each counting 20% of the grade. 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: 40% of grade

To test competency, you will be assigned a minimum of five cases from the text. Casework is chosen to reflect the topics covered in this class. Cases are excellent ways to use the knowledge you’ve gained and to cement that knowledge by using it to solve similar problems. Each case is worth 10% of your grade. Overall, casework will comprise 50% of your grade in this class.

C. Field Work:

None

D. Other Evaluation Methods: 10% of grade

**Traditional Classes** – The only way to learn is to be radically present during all class periods. To make sure you are, Performance Points will be awarded for successfully answering discussion questions posed to random students during class periods. At the end of the semester, you will have had ~20 opportunities to respond. 10% of your grade will be based on how successfully you did so.

NOTE: if you are not there, you cannot respond, so you will get a 0/Absent if your name is called.

**Online Classes** – Responses to discussion questions will determine your participation grade.

E. Grading Scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 - 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
</tr>
</tbody>
</table>

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.
B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
• Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at www.pstcc.edu/departments/swdl/.

D. Other Policies: