E-COMMERCE
MKT 2450

Class Hours:  3.0  Credit Hours:  3.0
Laboratory Hours:  0.0  Date Revised:  Fall 2012

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 and write at college level.

Prerequisites:

None

Co-requisites:

None

Textbook(s) and Other Course Materials:


2.  Access to computer system.

3.  Internet Explorer latest version (note, can be downloaded free of charge from: www.microsoft.com).

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>
</tbody>
</table>
II. Course Goals*:
The course will:

A. Provide students with an understanding of commerce, e-commerce, value chains and marketing strategy. I, II, III, V, VI

B. Guide students to understand how successful web presences are created. II, III

C. Enhance students’ ability to evaluate functionality of ecommerce site. IV

D. Guide students through the essentials of creating a secure commerce environment. III

E. Develop students’ ability to compare and contrast the advantages and disadvantages of common electronic payment systems. III, II

F. Expand students’ understanding of 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.

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)

* 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: 50% 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>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 - 100A</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 Academic Affairs, 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 Academic Affairs.

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 http://www.pstcc.edu/sswd/