PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

E-COMMERCE
WEB 2220

Class Hours: 3.0   **Credit Hours: 3.0**

Laboratory Hours: 0.0   **Revised: Spring 2016**

Note: This course is not designed for transfer credit.

Catalog Course Description:

This course teaches students how to conduct business online and how to manage the technological issues associated with constructing an electronic-commerce Website. Students will study how implementing technology can engage cardholders, merchants, issuers, payment gateways and other parties in electronic transactions.

Entry Level Standards:

Students taking this course should be proficient in Windows XP, Vista, or 7 and/or Mac OS X and have a working knowledge of Web page markup (HTML and CSS).

Prerequisites:

WEB 1600 and WEB 2010

Textbook(s) and Other Course Materials:

Required Textbook:

 Electronic Commerce
Author: Schneider
Publisher: Cengage
ISBN: 978-1285425436 Copyright: 11th edition 2015

Supplementary Materials:
    CengageBrain.com textbook companion site (create account)
    Free open source software (FOSS)
    Portable storage (Flash device, CD, DVD) to save back-up files
    lynda.com instructional video training library

I. Week/Unit/Topic Basis:

Week	Topic
1	Chapter 1: Introduction to Electronic Commerce
2	Chapter 2: Technology Infrastructure: The Internet and the World Wide Web
3	Chapter 3: Selling on the Web: Revenue Models and Building a Web Presence

4	Chapter 4: Marketing on the Web
5	Chapter 5: Business-to-Business Activities
6	Chapter 6: Online Auctions, Virtual Communities, and Web Portals
7	Midterm; Web Projects
8	Chapter 7: The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
9	Chapter 8: Web Server Hardware and Software
10	Chapter 9: Electronic Commerce Software
11	Chapter 10: Electronic Commerce Security
12	Chapter 11: Payment Systems for Electronic Commerce
13	Chapter 12: Planning for Electronic Commerce
14	Final Project
15	Final Exam Period

II. Course Goals*:

The course will:

A.   Define e-commerce and discuss its trends and statistics. (I)

B.   Explain the legal aspects of e-commerce, including jurisdiction, copyright, and patents. (I)

C.   Identify and describe e-commerce marketing goals.(I)

D.   Explain usability and discuss the factors that affect it. (I)

E.   Define e-services. (III,VI)

F.   Examine e-commerce hardware, software, payment systems. (II,V)

G.   Describe technology infrastructure of the Internet and the Web.(III,VI)

H.   Explain selling and marketing on the Web: revenue models, building a Web presence

I.   Understand the environment of e-commerce: Legal, Ethical, and Tax Issues

J.   Explain usability and discuss the factors that affect it. (I)

K.   Explain Electronic Data Interchange (EDI) and its role in e-commerce. (I)

L.   Define e-business and the role it plays in current business.(II,VI)

M.   Explain Social Media implementation and strategies. (V,VI)

N.   Utilize open source e-commerce software. (I)

O.   Identify major components of e-commerce security. (IV,V,VI)

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

III. Expected Student Learning Outcomes*:

The student will be able to:

1. Define electronic commerce (e-commerce) and discuss electronic commerce trends and statistics.(A)

2. Explain the difference between business-to-consumer and business-to-business e-commerce. (A)

3. Weigh the advantages and disadvantages of using e-commerce over traditional sales methods. (A)

4. Assess the initial considerations of launching an electronic commerce web site, including hardware, software, bandwidth, in-house hosting, and outsourcing.(A

5. Discuss different archetypes for generating revenue on the Internet. (E)

6. Explain three models for collecting payments on the Internet.(C)

7. Discuss security issues. (B)

8. Explain legal aspects of e-commerce. (B)

9. Identify Internet issues that may present legal challenges. (B)

10. Identify what constitutes intellectual property and how to protect it. (A,B)

11. Identify the current taxation issues facing Internet commerce. (A)

12. Identify and define e-commerce marketing goals. (E)

13. Describe online marketing strategies.(E)

14. Understand Social Media strategies and implementation.(E)

15. Discuss the drivers and barriers to growth.(E)

16. Discuss the advantages and disadvantages of hard goods and soft goods.(E)

17. Explain product distribution factors and methods dealing with cost and distance.(E)

18. Compare global product appeal to niche product appeal. (E)

19. Describe localization. (E)

20. Identify Internet demographics and their relevance. (E)

21. Explain product/service awareness methods used by online marketers. (E)

22. Discuss exchange networks and referrer programs. (E,G)

23. Select among search engine placement options.(E,G)

24. Choose appropriate email marketing options.(E,G)

25. Explain the importance of usability.(D)

26. Discuss factors affecting usability and accessibility.(D)

27. Explain click patterns.(D)

28. Clarify the concept of screen flow.(D)

29. Define e-services.(E,F,G, H)

30. Define Customer Relationship Management (CRM).(E,F,G, H)

31. Define synchronous and asynchronous e-services.(E,F,G, H)
    Explain Electronic Data Interchange (EDI), Open Buying on the

32. Internet (OBI), and Open Trading Protocol. (B,C)

33. Define business-to-business networks. (A,B,C)

34. Explain vertical and horizontal markets.(A,B,C)

35. Identify inter-office productivity resources.(A,B,C)

36. Distinguish among the online instant storefront options for creating an electronic commerce site. (G,H,I)

37. Explain the advantages and disadvantages of online instant storefronts, including packages for creating and managing electronic commerce storefronts.(G,H,I)

38. Evaluate the administrative merits of online electronic commerce packages. (G,H,I)

39. Evaluate the issues involved in choosing web server software. (H)

40. Discuss the issues in choosing web site development software. (H)

41. Customize default pages.(G,H,I)

42. Explain the concepts of catalog design. (E,F,G)

43. Explain the components of an online catalog.(E,F,G)

44. Define shipping and taxation requirements.(E,F,G)

45. Explain the issues involved in choosing a payment method. (G,I)

46. Identify encryption schemes such as symmetric, asymmetric, and one way. (C)

47. Identify the benefits provided by security implementation such as hashing, message digests, and digital signatures.(C)

48. Explain the certificate-related infrastructure. (C)

49. Outline the consideration of a secure transaction.(C)

50. Explain the tools and methods used to test your site for traffic.(G,H,I)

51. Identify the need for server monitoring and optimization.(G,H,I)

52.   Identify site strengths and weakness; SWOT analysis.(G,H,I)

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

IV. Evaluation:

A. Testing Procedures:

Online quizzes will be built into the course. Students will also be required to participate in classroom discussions. Weekly individual or class projects will be assigned.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

- Projects:
  Students will be given weekly projects to complete (short answer, multiple choice, research, etc.) in HTML format and upload to a Web server account. The projects will be completed in the course of reading and working through the textbook.
- Quizzes:
  Students will be given a series of questions for each lesson and another cumulative test at the end of the course.
- Online Communication Tools:
  Students will use the D2L discussion board and email to communicate with instructor and with each other.

E. Grading Scale:

A = 89.5-100%, B+ = 86.5-89.4%, B = 79.5-86.4%, C+ = 76.5-79.4%, C = 69.5-76.4%, D = 59.5-69.4%, F = 0-59.4%

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 Academic Affairs.

B. Academic Misconduct:

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.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for Disabilities:

Students that 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 Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to disabilityservices@pstcc.edu, or by visiting Alexander 130. More information is available at http://www.pstcc.edu/sswd/.

D. Other Policies:

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