Course Description

Provides an overview of how firms compete in today’s environment with a focus on strategic choices and the infrastructures affecting e-commerce including technology, capital, media, and public policy. The strategy formulation process is covered by focusing on its six interrelated decision areas: market opportunity analysis, business models, customer interface, market communications, implementation, and metrics. In addition, the course investigates the four infrastructures affecting the strategy process: technology, media, capital, and public policy.

Course Textbook


Course Learning Outcomes

Upon completion of this course, students should be able to:

1. Describe the history of the Internet.
2. Discuss components of the online business model.
3. Define tools of the customer interface.
4. Develop strategies for running an e-commerce company.
5. Explain the four infrastructures influencing e-commerce strategy.
6. Recommend strategies used by companies to strengthen their brands.
7. Distinguish the different stages of developing a website.
8. Examine the combination of hardware, software, and external systems that make up a site's architecture.
9. Analyze the impact of e-commerce on businesses.
10. Summarize the effect of laws and regulations on e-commerce and Internet business.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Study Guide:** Each unit contains a Study Guide that provides students with the learning outcomes, unit lesson, required reading assignments, and supplemental resources.
2. **Learning Outcomes:** Each unit contains Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
3. **Unit Lesson:** Each unit contains a Unit Lesson, which discusses lesson material.
4. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook.
5. **Learning Activities (Non-Graded):** These non-graded Learning Activities are provided to aid students in their course of study.
6. **Unit Quizzes:** This course contains seven Unit Quizzes, one to be completed at the end of Units I-VII. It is suggested that the quizzes be completed before students complete the Unit Assessments. Quizzes are used to give students quick feedback on their understanding of the unit material and are composed of multiple-choice questions.
7. **Unit Assignments:** Students are required to submit for grading Unit Assignments in Units I-VII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with each assignment. Specific information about accessing these rubrics is provided below.

8. **Final Exam:** Students are to complete a Final Exam in Unit VIII. All Final Exams are proctored—see below for additional information. You are permitted four (4) hours to complete this exam in the presence of your approved proctor. This is an open-book exam. Only course textbooks and a calculator, if necessary, are allowed when taking proctored exams. The Final Exam is composed of written response and multiple choice questions.

9. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

10. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

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**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, *Ask a Librarian*, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

**LibGuides**

Click [here](#) for the LibGuide for this course.

Think of a LibGuide (a Library Guide) as a mini-website to help you with your assignments. It has relevant information such as databases, ebooks, and websites specific to your courses. If you have any questions, please reach out to your friendly library staff.

**Unit Assignments**

**Unit I Assignment**

**Building a Timeline for the History of the Internet**

This assignment provides you with an opportunity to build a timeline that illustrates the significant milestones of the Internet. Remember that all history is selective, and no two scholars can agree to the time when the Internet (or e-commerce) actually began or what constitutes a significant milestone. You are encouraged to use your course textbook, reliable sources from the Internet, and the university’s online library to support the information within your own timeline.

Also, this assignment involves using Microsoft PowerPoint to create a timeline. Feel free to design your own timeline, or click [here](#) to access a template.

Be sure to include at least the following as part of your timeline:

- Include at least 12 milestones on the timeline.
- On separate slides, very briefly summarize each milestone—what occurred?
- Include dates on both the timeline and the summarizing slides.
- Include in-text citations on each slide for any outside sources used, and include a references slide at the end of your presentation.
- (Optional) Include a few images to visually represent milestones on the timeline.
Save all of your work within the PowerPoint file, proofread all of your work, and submit it in Blackboard for grading.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit II Assignment**

This assignment provides you with an opportunity to discuss components of the online business model by relating the eight components to an existing type of e-commerce. Complete this assignment by answering each of the questions within the worksheet. Click [here](#) to access the worksheet. Then, save all of your work before submitting the document in Blackboard for grading.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit III Essay**

This assignment provides you with an opportunity to explain the four infrastructures influencing e-commerce strategy. Begin by selecting an e-commerce out on the Internet, excluding the examples in the textbook. Then, draft a two-page essay that explains how the e-commerce’s strategy has been influenced by the four infrastructures:

- Layer 1: network technology substrates,
- Layer 2: transport services and representation standards,
- Layer 3: middleware services, and
- Layer 4: applications.

If you are not sure about the strategy that the e-commerce actually used, then you can make logical estimations or recommendations for how your strategy, for the selected company, would be influenced by the four infrastructures. As part of your explanation, be sure to include how each layer is dependent upon other layers.

There is no need to prepare a title page nor a references page; however, be sure to use Times New Roman, 12-point font, double-spacing, and one-inch margins.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit IV PowerPoint Presentation**

This assignment provides you with an opportunity to define tools of the customer interface and to distinguish the different stages of developing a website by preparing a presentation. Treat this presentation as if you were bidding on a job, and this presentation is your opportunity to sell the tools you would include along with the process (the development stages) that you would follow. Include at least the following within the presentation:

- seven tools of the customer interface (i.e., context, commerce, connection, communication, customization, community, and content);
- examples for each of the seven tools of the customer interface (images or screenshots);
- explanation of how your team would progress through each of the stages for developing a website (i.e., systems analysis/planning, systems design, building the system, testing, and implementation service delivery);
- examples of the tasks that would occur in each development stage; and
- at least 12 slides.

Use your creativity to format the presentation; however, be sure it is professional and legible. For some guidance toward preparing presentations in PowerPoint, click [here](#) to access a video with helpful tips. Be sure to save all of your work in your presentation file before submitting it in Blackboard for grading.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit V Article Review**

This assignment provides you with an opportunity to read an article about a current security threat (or attack) while also examining how security measures impact the customer experience. Within the online library, locate an article that
describes a recent security threat (or attack) on an e-commerce site. Choose a threat or attack that occurred within the last 10 years. Read the article, and then draft a two-page paper to address each of the following:

- Briefly describe the threat (or attack).
- Briefly describe the type of e-commerce.
- Could the threat have been prevented by utilizing the steps of the security life cycle model? Why, or why not?
- Does the e-commerce sacrifice any form of customer service by implementing security measures? Explain.
- Visit the e-commerce site for a brief moment. As a consumer, did you feel that your information and/or any exchange of funds would be secure? Explain your initial impression.

Use APA style to format the paper. All source material must be referenced (paraphrased and quoted material must have accompanying citations). For some guidance toward preparing your article review, click here to access a video with helpful tips.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit VI Reflection Paper**

Unit VI includes several marketing and advertising strategies that many companies have used to strengthen their brands. This assignment provides you with an opportunity to make recommendations for strengthening an e-commerce's brand. Write a two-page reflection paper by recommending at least six marketing and advertising strategies (concepts) and explaining how each strategy would strengthen the brand for an e-commerce site.

Use Times New Roman, 12 point font, and double-spacing to format the reflection paper. There is no need to include a title page nor a references page.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit VII Case Study**

This assignment provides you with an opportunity to analyze the impact of e-commerce on a business. First, choose ONE of the following case studies that can be located in the Business Source Complete database of the online library:


After reading and examining the case, write at least a one-page analysis by addressing each of the following:

1. Briefly introduce the company and its history
2. Briefly describe the products and/or services available—what are consumers purchasing online?
3. Describe the basic elements of the company business model:
   - Core value proposition of the company—what is it offering, and how does it satisfy customer needs?
   - Target market/audience—who uses this service?
   - Revenue model—where does the money come from?
   - Competitive environment—who else is competing in this market, or who might enter the market and threaten this company’s position?
   - Competitive advantage analysis—how is the company attempting to gain an advantage? Competing on cost? Differentiation?
   - How are they promoting their products in the marketplace?
   - How would you rate the company’s success (financial results if available)?
4. Be sure to answer at least ONE of the following questions:
   - How has e-commerce impacted this business?
   - How has an “e-commerce presence” provided this business with opportunities that otherwise would not have existed?

Format your analysis paper by using Times New Roman, 12-point font, double-spacing, and one-inch margins. There is no need to include a title page nor a references page. Be sure to proofread your work before submitting it in Blackboard for grading.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.
APA Guidelines

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking here. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

Grading Rubrics

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Assessment (Written Response) and (2) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Assessments and Assignments is the method by which your instructor assigns all grades.

Final Examination Guidelines

Final Exams are to be administered to students by an approved Proctor. CSU approves two flexible proctoring options: a standard Proctor, who is chosen by the student and approved by the university, or Remote Proctor Now (RP Now), an on-demand, third-party testing service that proctors examinations for a small fee.

Students choosing RP Now must have an operational webcam/video with audio, a high-speed Internet connection, and the appropriate system rights required to download and install software.

To review the complete Examination Proctor Policy, including a list of acceptable Proctors, Proctor responsibilities, Proctor approval procedures, and the Proctor Agreement Form, go to the myCSU Student Portal from the link below.

http://mycsu.columbiasouthern.edu

You are permitted four (4) hours to complete this exam in the presence of your approved Proctor. This is an open book exam. Only course textbooks, writing utensils, and a calculator, if necessary, are allowed when taking proctored exams. Other materials are not permitted unless specified in the examination instructions and only the sources identified in the instructions may be used as source material.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.
Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

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<td>Assignments (2 @ 10%)</td>
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<td>Unit IV PowerPoint Presentation</td>
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Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

## Unit I

### The History of the Internet as It Relates to E-commerce

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- **Chapter 1:** The Revolution Is Just Beginning

**Submit:**
- Quiz
- Assignment

Notes/Goals:

## Unit II

### The Online Business Model

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- **Chapter 2:** E-commerce Business Models and Concepts

**Submit:**
- Quiz
- Assignment
- Proctor Approval Form

Notes/Goals:

## Unit III

### E-commerce Infrastructure

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- **Chapter 3:** E-commerce Infrastructure: The Internet, Web, and Mobile Platform

**Submit:**
- Quiz
- Essay

Notes/Goals:
<table>
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<th>Unit</th>
<th>E-commerce Website Design</th>
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| Review: | Unit Study Guide  
Learning Activities (Non-Graded): See Study Guide |
| Read: | Chapter 4: Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps |
| Submit: | Quiz  
PowerPoint Presentation |

| Notes/Goals: |

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| Review: | Unit Study Guide  
Learning Activities (Non-Graded): See Study Guide |
| Read: | Chapter 5: E-commerce Security and Payment Systems |
| Submit: | Quiz  
Article Review |

| Notes/Goals: |

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| Review: | Unit Study Guide  
Learning Activities (Non-Graded): See Study Guide |
| Read: | Chapter 6: E-commerce Marketing and Advertising Concepts |
| Submit: | Quiz  
Reflection Paper |

| Notes/Goals: |

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<th>Impact of E-commerce on Businesses</th>
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| Review: | Unit Study Guide  
Learning Activities (Non-Graded): See Study Guide |
| Read: | Chapter 9: Online Retail and Services |
| Submit: | Quiz  
Case Study  
Request to take Final Exam |

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<tr>
<td>Read:</td>
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<td>Submit:</td>
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