Course Description

Study of electronic commerce that deals with current and emerging issues in business transactions over the electronic medium. Topics include uniform commercial codes, taxation, payment systems and security, technology/technical standards, infrastructure, content and intellectual protection of property, privacy, censorship, and legal issues, and strategies from a business perspective. Examines issues and topics in the functional areas of business as they relate to electronic commerce.

Prerequisites

None

Course Textbook


Course Learning Objectives

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

1. Describe the major types e-commerce and describe how it differs from e-business.
2. Describe the past, present, and future of e-commerce
3. Explain key business concepts and strategies applicable to e-commerce.
4. Identify the key technology concepts behind the Internet.
5. Predict the potential capabilities of Internet II.
7. Summarize the importance of policies, procedures, and laws in creating Internet and Web security.
8. Summarize the features of traditional payment systems.
9. Summarize the current limitations of online credit card payment systems.
10. Apply basic marketing concepts to Internet marketing.
11. Identify and describe the main technologies that support online marketing.
12. Identify and describe basic e-commerce marketing and branding strategies.
13. Analyze the economic viability of an online firm.
14. Identify the key features of the online banking and brokerage, insurance, and real estate industries.
15. Explain the procurement process, the supply chain, and collaborative commerce.
17. Describe the major types of auctions, their benefits and costs, and how they operate.
18. Explain the difference between a virtual community and a traditional community, and how an online community differs from a portal.
19. Describe the different types of online communities and their business models.
20. Explain the business value of communities.
21. Identify the major trends in the consumption of media and online content.
22. Summarize the concept of media convergence and the challenges it faces.
23. Describe the five basic content revenue models.
24. Explain the key factors affecting the online entertainment industry.
Credits

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

Course Topical Outline

Unit I: Introduction to E-Commerce and E-Marketplaces

Unit II: Internet Consumer Retailing

Unit III: Business-to-Business E-Commerce

Unit IV: Other E-Commerce Models and Applications

Unit V: E-Commerce Support Services

Unit VI: E-Commerce Strategy and Implementation

Unit VII: Legal, Ethical and Compliance Issues in E-Commerce

Unit VIII: Application Development

Course Structure

1. **Summary of Course Unit:** summarizes key issues in the assigned chapters and is supplemented with additional readings or Internet sources to provide broader subject matter application and professional relevance.

2. **Unit Learning Objectives:** are available in each course unit.

3. **Key Terms with Page References:** are provided to direct your attention to important subject content contained within the Course Unit.

4. **Textbook and Supplemental Reading Assignments:** include approximately 1-4 textbook chapters in each course Unit.

5. **Unit Assessments:** contain both objective and subjective type questions. Students are required to take unit assessments at the completion of each unit.

6. **Research Paper:** Information and specifications regarding this assignment is provided in Unit VIII.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Assessments (8 @ 10%)</td>
<td>=80%</td>
</tr>
<tr>
<td>Research Paper</td>
<td>=20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>=100%</td>
</tr>
</tbody>
</table>