



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**E-COMMERCE
CWB1840 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

CWB 1840 - E-COMMERCE (3 hrs)

This course covers both business and technological aspects of electrical commerce. A business case approach is used to engage the student in hands on exercises to gain an understanding of electronic commerce.

Prerequisites:

None

Controlling Purpose:

This course covers both business and technological aspects of electronic commerce. A business case approach is used to engage the student in hands on exercises to gain an understanding of E-Commerce.

Learner Outcomes:

The student will gain an understanding of the following:

1. Introduction to E-Commerce
2. Technology Infrastructure
3. Selling on the Web
4. Marketing on the Web
5. Business to Business Strategies
6. Online Auctions, Virtual Communities and Web Portals
7. The Environment of E-Commerce: Legal, Ethical and Tax Issues
8. Web Server Hardware and Software
9. E-Commerce Software
10. E-Commerce Security
11. Payment Systems for E-Commerce
12. Planning for E-commerce

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: Introduction to E-Commerce						
Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:						
A	B	C	D	F	N	Specific Competencies
						Identify the characteristics of the second wave of E-Commerce
						Identify business models, revenue models and business processes
						Identify forces of E-Commerce
						Understand value chains
						Understand SWOT analysis
						Understand the International nature of E-commerce

UNIT 2: Technology Infrastructure: The Internet and the World Wide Web

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies:
						Understand the origins and uses of Internet and the World Wide Web
						Understand packet-switched networks
						Understand and identify Internet Protocols
						Understand the various mark-up languages
						Describe Intranets and Extranets
						Identify various Internet connection options
						Understand Internet2 and the Semantic web

UNIT 3: Business Strategies for E-Commerce

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies:
						Understand various revenue models
						Understand revenue models in transactions
						Identify revenue strategy issues
						Understand creating an effective web presence
						Describe Web Site Usability
						Identify the importance of communication on the web

UNIT 4: Marketing on the web

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Know when to use product based and customer based marketing strategies.
						Understand how to communicate with different marketing segments.
						Know customer relationship intensity and the customer relationship life cycle.
						Be able to effectively use advertising on the Web.
						Understand E-mail Marketing.
						Understand technology enabled customer relationship management.
						Know how to create and maintain brands on the Web.
						Search engine positioning and domain name selection.

UNIT 5: Business to Business Strategies: From electronic data interchange to electronic commerce

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand strategies that businesses use to improve purchasing, logistics, and other support activities.
						Understand electronic data interchange and how it works.
						Understand supply chain management and how businesses are using the Internet and web technologies to improve it.
						Understand electronic marketplaces and portals that make purchase-sale negotiations easier and more efficient.

UNIT 6: Online Auctions, Virtual Communities, and Web Portals.

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand the origins and key characteristics of the major auction types.
						Understand strategies for web auction sites and auction-related businesses.
						Understand virtual communities and portals.

UNIT 7: The environment of E-Commerce: International, legal, ethical and tax issues.

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand the legal environment of E-commerce.
						Identify use and protection of intellectual property in online business.
						Understand online crime, terrorism and warfare.
						Identify ethical issues on the web.
						Identify various taxation laws.

UNIT 8: Web Server Hardware and Software

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand web server software basics and software.
						Understand and utilize Web Site and Internet utility programs.
						Understand web server hardware and hosting alternatives.

UNIT 9: E-Commerce Software

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand basic and advanced functions of E-commerce software.
						Understand e-commerce options for small, mid-size, medium and large companies.
						Understand e-commerce solutions for large businesses that have an existing information technology infrastructure.

UNIT 10: E-Commerce Security

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand Internet security issues.
						Identify and understand security for client computers.
						Understand communication channel security.
						Understand security for servers.
						Identify organizations that promote computer security.

UNIT 11: Payment Systems for E-Commerce

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Understand the basic functions of payment systems used in e-commerce.
						Understand electronic cash.
						Understand electronic wallets.
						Understand the use of stored-value cards.

UNIT 12: Planning for E-commerce.

Outcomes: Upon completion of the unit, the students will be able to successfully demonstrate the ability to:

A	B	C	D	F	N	Specific Competencies
						Plan for E-commerce initiatives.
						Understand strategies for developing E-commerce web sites.
						Understand managing E-commerce implementation.

Projects Required:**Textbook:**

Contact Bookstore for current textbook.

Materials/Equipment Required:

Access to production lab and appropriate software

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Timeframe:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.