COURSE INFORMATION

COURSE TITLE
BUS 120: Introduction to E-Commerce

COURSE DESCRIPTION
BUS 120 provides an introduction to electronic commerce - the business trend of the present and future. Course material covers the definition of e-commerce, technology and software requirements, security issues, electronic payment and marketing strategies. BUS120 focuses on what to expect when creating a dot com as well as the business-to-business use of e-commerce.

CREDIT HOURS
3

SUGGESTED PREREQUISITE KNOWLEDGE
None

CCCOnline COURSE POLICIES
The CCCOnline Course Policies page contains information about the student's role in the classroom, grading policies, and rights and responsibilities.
**COURSE MATERIAL**

Your textbook is available online as an eText. You do not need to purchase any additional materials. For specific information on refund policies and the optional black and white textbook available for purchase please contact the CCCOnline bookstore.

**MINIMUM COMPUTER REQUIREMENTS**

To complete this course, you will need regular access to a computer from which you can get to the internet and use email. In order to ensure that your course functions properly, you must run the System Check. This is a CRITICAL STEP, and taking the time to do it now will eliminate a tremendous amount of frustration for you later. To run the System Check, click Tools in the course NavBar and then click System Check.

**REQUIRED eText**


**DIGITAL MATERIALS ACCESS AND SETUP**

To make sure your computer is set up correctly to access the e-Text and other digital content, review the Pearson Technical Support page, also linked in the Technical Support Module.

This course uses Vital Source which integrates the eText directly into the course site.

- Visit the Vital Source Course Start page for details on first access of the materials.

To make sure your computer is set up correctly to access the eText and other digital content, review the Vital Source Technical Support page, also linked in the Technical Support Module.

**LIBRARY ACCESS**

You will need your student ID Number (Your S#) to login to the CCCOnline Library in order to gain access to some of the readings and videos in this course.
**Course Competencies and Outcomes**

**Student Competencies**

The competencies you will demonstrate in this course are as follows:

A. Distinguish between electronic commerce and traditional commerce.


C. Describe the general structure of the network of networks supporting the Internet and electronic commerce.

D. Understand the role of advertising and marketing in e-businesses.

E. Explain broker based services and how they are performed online.

F. Explain the advantages of e-commerce for B2B business processes.

G. Discuss the hardware requirements of typical web server software packages.

H. List the basic functions that electronic commerce software packages should provide to their customers.

I. Explain computer and e-commerce security threats.

J. Discuss what security measures can reduce or eliminate intellectual property theft.

K. Explain methods to collect payments in B2B and B2C.

L. Describe how to establish a business presence on the web.

M. Discuss the laws governing electronic commerce.
**MODULE 1**

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Define e-commerce.</td>
<td>A</td>
</tr>
<tr>
<td>2. Identify unique features of e-commerce technology.</td>
<td>A, C</td>
</tr>
<tr>
<td>3. Discuss business significance of e-commerce features.</td>
<td>A, C</td>
</tr>
<tr>
<td>4. Describe major types of e-commerce.</td>
<td>B</td>
</tr>
<tr>
<td>5. Evaluate evolution of e-commerce.</td>
<td>A</td>
</tr>
<tr>
<td>6. Identify key components of e-commerce business models.</td>
<td>A, B</td>
</tr>
</tbody>
</table>

**MODULE 2**

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Discuss origins and key technology concepts behind the internet.</td>
<td>C</td>
</tr>
<tr>
<td>2. Describe how Internet and Web features support e-commerce.</td>
<td>C, G, H</td>
</tr>
<tr>
<td>3. Demonstrate how to develop e-commerce presence.</td>
<td>L</td>
</tr>
<tr>
<td>4. Identify scope of e-commerce crime and security problems and key</td>
<td>I, J</td>
</tr>
<tr>
<td>security threats.</td>
<td></td>
</tr>
<tr>
<td>5. Appreciate importance of policies, procedures and laws in creating</td>
<td>I, J</td>
</tr>
<tr>
<td>security.</td>
<td></td>
</tr>
<tr>
<td>6. Identify major e-commerce payment systems.</td>
<td>E, K, L, M</td>
</tr>
<tr>
<td>7. Describe their features and functionality.</td>
<td>E, K, L, M</td>
</tr>
</tbody>
</table>

**MODULE 3**

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Evaluate key features of internet audience and e-commerce consumer</td>
<td>A, D, L</td>
</tr>
<tr>
<td>behavior.</td>
<td></td>
</tr>
<tr>
<td>2. Identify digital commerce marketing and advertising strategies and</td>
<td>D</td>
</tr>
<tr>
<td>tools.</td>
<td></td>
</tr>
<tr>
<td>3. Describe digital commerce marketing and advertising strategies and</td>
<td>D</td>
</tr>
<tr>
<td>tools.</td>
<td></td>
</tr>
<tr>
<td>4. Illustrate the marketing capabilities of social marketing platforms</td>
<td>A, D</td>
</tr>
<tr>
<td>such as Facebook, Twitter and Pinterest.</td>
<td></td>
</tr>
<tr>
<td>5. Identify key elements of mobile marketing campaign.</td>
<td>D</td>
</tr>
</tbody>
</table>

**MODULE 4**

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Examine why e-commerce raises ethical, social and political issues.</td>
<td>A</td>
</tr>
<tr>
<td>2. Identify basic concepts related to privacy and information rights,</td>
<td>I, J, M</td>
</tr>
<tr>
<td>intellectual property and challenges involved in protecting it.</td>
<td></td>
</tr>
<tr>
<td>4. Explain online retail sector environment and analyze economic</td>
<td>E, F, L</td>
</tr>
<tr>
<td>viability of online firm.</td>
<td></td>
</tr>
<tr>
<td>4. Identify challenges faced by online retailers.</td>
<td>E, F</td>
</tr>
<tr>
<td>5. Describe major features of the online retail sector.</td>
<td>E, F</td>
</tr>
<tr>
<td>6. Discuss trends taking place in various online service industries</td>
<td>E, L</td>
</tr>
<tr>
<td>such as financial, travel, career and on-demand services.</td>
<td></td>
</tr>
</tbody>
</table>
Module 5

Outcomes

1. Explain the major trends in the consumption of media and online content.
2. Discuss the different types of social networks and online communities and their business models.
3. Describe major types of auctions, their benefits and costs, how they operate, when to use them and the potential for auction abuse and fraud.
4. Discuss trends in international e-commerce.

Competencies

D, L
D, E
E, K, L, M
D, E, L

Grading and Evaluation

Methods

Evaluation includes a combination of discussion participation, assignments, and other evaluation. Rubrics are provided for assignments and discussions.

Grading Policies

Mark all Module due dates on your calendar for this class and you are encouraged to submit your assignments AHEAD of schedule.

Summary of Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions (6 @ 25 points each)</td>
<td>150</td>
<td>16%</td>
</tr>
<tr>
<td>Quizzes (5 @ 50 points each)</td>
<td>250</td>
<td>32%</td>
</tr>
<tr>
<td>Assignments (5 @ 50 points each)</td>
<td>250</td>
<td>32%</td>
</tr>
<tr>
<td>Web Design Project (4 Parts @ 20/20/30/80 points each)</td>
<td>150</td>
<td>20%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>800</td>
<td>100%</td>
</tr>
</tbody>
</table>

Grading Scale

A = 90 to 100%   B = 80 to 89%   C = 70 to 79%   D = 60 to 69%   F = 59% and below
**Late Work Policy:**

According to the Business Division's policy: (a) this is not a self-paced course; (b) deadlines are adhered to strictly; and (c), late work is not accepted.

Extremely rare exceptions (e.g., emergency hospitalization; military deployments and legal concerns) may be considered on a case-by-case basis. However, official documentation must be provided for late work to be considered in any of the stated instances. Exceptional provisions will not be made due to technology issues.

**Discussions**

Discussions will be graded using the Discussion Rubric accessed through the Rubrics link located in the Tools drop down menu of the course navigation bar.

**Requirements for discussions:**

Participation in discussions is a very important part of this class. Discussions **cannot** be made-up after the discussion ends. Your discussions revolve around Module readings. Keep in mind that the entire class community benefits from each other's contributions and questions.

- You will have an initial response to the question and then respond to and build on your peers' responses to encourage discussion.
- Two posts are necessary for each discussion: One initial and one response post.
- There will be a posted due date for each post. Adherence to the due dates is required for full credit.
- Posting ONLY on the last date of the discussion period is discouraged and will result in few or zero points for this discussion board assignment.
- Review the specific discussion questions and rubric for more detail.

**Assignments**

Written Assignments will be graded using the Written Assignment Rubric accessed through the Rubrics link located in the Tools drop down menu of the course navigation bar.

There will be one or two written assignments per Module. There is also a final Web Design Project with incremental due dates throughout the semester.

- Look ahead and gain an understanding of what is expected before diving into the work.
• Plan and ask questions so that you can be successful in your assignments.
• Details of each assignment and a grading rubric are provided in each module.
• Assignments should be submitted via the corresponding D2L folder.

**QUizzes**

Quizzes help assess your learning and reinforce module learning objectives. There will be one quiz per module which will cover two to three chapters.

• Quizzes consist of multiple choice, true/false and short answer video-case questions.
• Quizzes are timed and allow for only one attempt.
• Review the course schedule for quiz due dates.

**Course Schedule**

The Schedule is subject to change as needed.

This page summarizes all of the graded assignments, discussions, quizzes, and reading assignments for the course. If you want, you can print it out and post it somewhere handy.

All assignments are described in detail on the Module Assignment pages. If you have questions check there and/or send me an e-mail.

This course is not self-paced and is not open-exit. All assignments, quizzes, discussions, etc., are to be completed by no later than 11:59 pm MST/MDT of the due date.

NOTE: Important CCCOnline semester dates (e.g., drop/withdraw/term end) appear on the [CCCOnline calendar](https://www.ccconline.edu).

**Module 1**

<table>
<thead>
<tr>
<th>Reading/Assignments/Exams</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reading:</strong></td>
<td></td>
</tr>
<tr>
<td>Chapter 1 The Revolution is Just Beginning</td>
<td></td>
</tr>
<tr>
<td>Chapter 2 E-Commerce Business Models and Concepts</td>
<td></td>
</tr>
<tr>
<td><strong>Exploration</strong> of It's an Evolution not a Revolution:</td>
<td></td>
</tr>
<tr>
<td>Entrepreneur/Career/Video Case</td>
<td></td>
</tr>
<tr>
<td><strong>Discussion 1:</strong> Student Introductions</td>
<td></td>
</tr>
<tr>
<td>First post due: 10/10</td>
<td></td>
</tr>
<tr>
<td>Closes: 10/13</td>
<td></td>
</tr>
<tr>
<td><strong>Discussion 2:</strong> E-Commerce Technology Features</td>
<td></td>
</tr>
<tr>
<td>First post due: 10/17</td>
<td></td>
</tr>
<tr>
<td>Closes: 10/20</td>
<td></td>
</tr>
<tr>
<td><strong>Assignment:</strong> Major Types of E-Commerce Report</td>
<td></td>
</tr>
<tr>
<td><strong>Module 1 Quiz</strong> (Chapters 1 &amp; 2)</td>
<td></td>
</tr>
</tbody>
</table>
Module 2

Reading/Assignments/Exams  

Due Dates

Reading:
- Chapter 3 E-Commerce Infrastructure: The Internet, Web and Mobile Platforms
- Chapter 4 Building an E-Commerce Presence: Websites, Mobile Sites and Apps
- Chapter 5 E-Commerce Security and Payment Systems

Exploration of Hacking, Phishing, Spoofing & Sniffing:
Entrepreneur/Career/Video Case

Discussion: M-Commerce
First post due: 10/24
Closes: 10/27

Assignment: E-Commerce Site Design Evaluation
Web Design Project: Part 1: Create site account & draft of "Home"
Module 2 Quiz (Chapters 3-5)

Module 3

Reading/Assignments/Exams  

Due Dates

Reading:
- Chapter 6 E-Commerce Marketing and Advertising Concepts
- Chapter 7 Social, Mobile and Local Marketing

Exploration of There's an App for That!:
Entrepreneur/Career/Video Case

Discussion: Social Media Marketing
First post due: 11/7
Closes: 11/10

Assignment: E-Commerce Marketing Research
Web Design Project: Part 2 Finalize "Home" page & create draft of "About Us" page
Module 3 Quiz (Chapters 6 & 7)

Module 4

Reading/Assignments/Exams  

Due Dates

Reading:
- Chapter 8 Ethical, Social and Political Issues in E-Commerce
- Chapter 9 Online Retail and Services

Exploration of Online Shopping Trends:
Entrepreneur/Career/Video Case

Discussion: Social, Ethical, Political Significance
First post due: 11/21
Closes: 11/24

Assignment: E-Commerce Retail Models Research
Web Design Project: Part 3: Finalize "About Us" & create draft "Contact Us" and "Products/Services" pages
Module 4 Quiz (Chapters 8 & 9)
Module 5

Reading/Assignments/Exams

Reading:
Chapter 10 Online Content and Media
Chapter 11 Social Networks, Auctions and Portals

Exploration of International E-Commerce/Let's Learn from China!
Entrepreneur/Career/Video Case

Discussion: Social Networks
First post due: 12/5
Closes: 12/8

Assignment: Revenue Models Research
Web Design Project: Part 4 Create "FAQ" page & finalize site

Module 5 Quiz (Chapters 10 & 11)

Last Updated 8/8/2019 tlt