

## MASTER SYLLABUS

Course Name: **E-Commerce Applications**

Course Number: **CISW210/BUSM220**

Prerequisite: **CIST100 Introduction to Information Technology**

Lecture Hours **3**

Lab Hours **0**

Credit Hours **3**

### I. Course Description

This course is designed to focus on the essential aspects of E-commerce software development tools. Topics include: standard features of E-commerce software, common data and software threats, E-commerce security through use of encryption and secure protocols and methods, electronic payment systems, as well as cultural and ethical issues. Students will convert a conventional business to an E-Business using popular E-Commerce software.

### II. Objectives

- Define the difference between traditional commerce and E-Commerce.
- Explain the features of the Internet and the World Wide Web that make E-Commerce possible and explain the infrastructure utilized to support E-commerce.
- Provide a cost analysis of Web-Host vs. Self-Hosting for a given E-Business.
- Distinguish among the different E-commerce software threats and Recommend the necessary protocols and industry standard methods in order to protect data, software, and guarantee delivery to customers for an E-business.
- Explain the cash flow when goods and services are paid by the use of current Electronic Payment Systems
- List the required features of the Web E-Commerce software tools.
- Demonstrate proficiency in use of available software products to convert a conventional business into an E-business.

### III. Topics to be Covered

1. Understanding E-Commerce Basics
2. E-Commerce Options
3. Exploring Market
4. Planning and Development and Online Store
5. E-Commerce Components (E-Commerce Web Site Components)
6. Online Payment Processing
7. Security Issues for an Online Store
8. Customer Service Requirements

### IV. Laboratories

- A. Projects on Searching, Analyzing, Evaluating Current E-Businesses Topics.
- B. A project on analysis and evaluations of two different E-commerce Software Tools, or creating your own Online Store using an E-Commerce software.

### V. Texts

Cram, Carol. E-Commerce Concepts. Course Technology, 2000.  
ISBN: 0-619-01818-6

### VI. Materials and Equipment

#### Owned or Provided by the College:

1. Instructional Server available thru the Internet.
2. An e-mail account to each student.

#### Student Owned:

1. Text book
2. A computer with Access to the Internet
3. Microsoft Word 2007

### VII. Bibliography

[http://www.forbes.com/ebusiness/  
Electronic Commerce and Web Technologies](http://www.forbes.com/ebusiness/Electronic%20Commerce%20and%20Web%20Technologies) - by G. (Gunther) Pernul,  
Sanjay Kumar. Madria  
[http://www.brandeis.edu/rabbgrad/visitors/course.php?courseid=7708&term=  
073](http://www.brandeis.edu/rabbgrad/visitors/course.php?courseid=7708&term=073)

### VIII. Methods of Evaluation

#### A. Mini Projects: 30% of the total points

1. *Assignments and project submitted on due date will receive full credit.*
2. *Assignments submitted within two weeks after the due date will receive only ½ the credits.*
3. *Assignments submitted beyond two weeks after the due date will receive only ¼ the credits.*

- B. Exam 1: 20%** of the total points
- C. Exam 2: 20%** of the total points
- D. Portfolio Project/Final Project: 20%** of the total points
- E. ECS/ALI (Effective Communication Skills and Ability to Learn Independently): 10%** of the total points

Grading Scale

- 100% – 90% A**
- 89% – 80% B**
- 79% – 70% C**
- 69% – 60% D**
- Below 60% F

**IX. General Education Competency**

***Final Project:***

This assignment meets the specifications of CCBC General Education under Cultural Literacy.

**Category - CULTURAL LITERACY**

***Cultural Literacy delineates the patterns of individual and group dynamics that provide structure to society on both individual and global levels.***

- To articulate similarities and differences among the structure and functions of major institutions in societies.
- To demonstrate an aesthetic understanding of a culture through an appreciation of its artistic expression.
- To analyze the reciprocal nature of the behavioral patterns and goals of individuals and groups in relation to oneself and others.

**Final Project** comes from:

**Project Name: Design and Implementation of an Electronic Storefront**

**Information may be gathered from the Web, Website Design and E-Commerce text books, and other sources such as journals, books, etc.**

The student will be evaluated on this Final Project according to the rubric provided on the next page.

Criteria	Level 4 (90-100%)	Level 3 (80-89%)	Level 2 (70-79%)	Level 1 (60-69%)
I. Articulate similarities among major institutions in societies	The main home page of the Electronic Storefront: 1. Contains colors, font, and images which are appealing to both the Western and Eastern potential buyers.	The main home page of the Electronic Storefront: 1. Contains colors, font, and images which are appealing to both the Western and Eastern potential buyers.	The main home page of the Electronic Storefront: 1. Contains colors, font, and images which are appealing to both the Western and Eastern potential buyers.	The main home page of the Electronic Storefront: 1. Contains colors, font, and images which are appealing to both the Western and Eastern potential buyers.

	<p>2. Displays a special featured item/service for sale with a price not only in US Dollar but in at least in two other major currencies of the world.</p> <p>3. Provides a link to a universal currency converter calculator website.</p> <p>4. Provides an option to display the site's text content in at least two other major languages of the World.</p>	<p>2. Displays a special featured item/service for sale with a price not only in US Dollar but in at least in two other major currencies of the world.</p> <p>3. Provides a link to a universal currency converter calculator website.</p> <p>4. Does not provide an option to display the site's text content in at least two other major languages of the World.</p>	<p>2. Displays a special featured item/service for sale with a price not only in US Dollar but in at least in two other major currencies of the world.</p> <p>3. Does not provide a link to a universal currency converter calculator website.</p> <p>4. Does not provide an option to display the site's text content in at least two other major languages of the World.</p>	<p>2. Does not display a special featured item/service for sale with a price not only in US Dollar but in at least in two other major currencies of the world.</p> <p>3. Does not provide a link to a universal currency converter calculator website.</p> <p>4. Does not provide an option to display the site's text content in at least two other major languages of the World.</p>
<p>II. Analyze individual vs. group vs global behavioral patterns and goals</p>	<p>The home page of Electronic Storefront Provides the potential buyer with:</p> <p>1. A list of categories containing the items/services offered.</p> <p>2. A method/tool to facilitate an easy search for an item/service.</p> <p>3. A method/tool to view each item/service closely.</p> <p>4. A clear description of each item/service (sizes, colors, /Numbers or frequencies.)</p>	<p>The home page of Electronic Storefront Provides the potential buyer with:</p> <p>1. A list of categories containing the items/services offered.</p> <p>2. A method/tool to facilitate an easy search for an item/service.</p> <p>3. A method/tool to view each item/service closely.</p> <p>4. No clear description of each item/service (sizes, colors, /Numbers or frequencies.)</p>	<p>The home page of Electronic Storefront Provides the potential buyer with:</p> <p>1. A list of categories containing the items/services offered.</p> <p>2. A method/tool to facilitate an easy search for an item/service.</p> <p>3. No method/tool to view each item/service closely.</p> <p>4. No clear description of each item/service (sizes, colors, /Numbers or frequencies.)</p>	<p>The home page of Electronic Storefront Provides the potential buyer with:</p> <p>1. A list of categories containing the items/services offered.</p> <p>2. No method/tool to facilitate an easy search for an item/service.</p> <p>3. No method/tool to view each item/service closely.</p> <p>4. No clear description of each item/service (sizes, colors, /Numbers or frequencies.)</p>
<p>III. Demonstrates aesthetic understanding of a culture's artistic expression</p>	<p>The translated (converted) Electronic Storefront:</p> <p>1. Uses background colors/images that are pleasing to that culture.</p> <p>2. Uses text colors and fonts that are most common in that culture/country.</p> <p>3. Presents contents in arrangements common to that culture/country.</p> <p>4. Provides the price for each item/service in the currency used in that culture/ country.</p>	<p>The translated (converted) Electronic Storefront:</p> <p>1. Uses background colors/images that are pleasing to that culture.</p> <p>2. Uses text colors and fonts that are most common in that culture/country.</p> <p>3. Presents contents in arrangements common to that culture/country.</p> <p>4. Does not provide the price for each item/service in the currency used in that culture/ country.</p>	<p>The translated (converted) Electronic Storefront:</p> <p>1. Uses background colors/images that are pleasing to that culture.</p> <p>2. Uses text colors and fonts that are most common in that culture/country.</p> <p>3. Does not presents contents in arrangements common to that culture/country.</p> <p>4. Does not provide the price for each item/service in the currency used in that culture/ country.</p>	<p>The translated (converted) Electronic Storefront:</p> <p>1. Uses background colors/images that are pleasing to that culture.</p> <p>2. Does not use text colors and fonts that are most common in that culture/country.</p> <p>3. Does not presents contents in arrangements common to that culture/country.</p> <p>4. Does not provide the price for each item/service in the currency used in that culture/ country.</p>

## X. Statement on Academic Dishonesty

Academic dishonesty occurs when a student represents words or ideas as their own, shares exam questions or answers with others without the instructor's permission, or presents an artifact produced by another (whether hand-made or computer generated) as their own. Academic dishonesty also occurs when a student assists another student in pursuing the above activities. Further information about academic dishonesty, including penalties, is included in the student handbook.

**X. Attendance Policy**

The course ascribes to the attendance statement found in the college catalog.

**Refund Policy of CCBC**

Students withdrawing are eligible for tuition refunds as follows:

100% refund prior to completion of 20% of the total number of weeks designated for the semester session.

No refund after completion of 20% of the weeks designated for the semester session.

100% refund if class is canceled by the College.

Refer to the Academic Calendar on the College website for the specific completion dates for tuition refund.

Dates approved by:

Signature Approval of:

10-21-04 Curriculum Committee

\_\_\_\_\_  
Division Director      Date

2/16/05 Academic Council

\_\_\_\_\_  
VP Academic Services

Date

4/1/05 President

Revisions :    LG

Dates:

11/99

06/00 HM

11/00 L. G.

05/01 J.L.

November 2004

July 2007

August 2009

August 2010

December 2010

June 2013

July 2013

Heidi McCauley  
Academic Dishonesty Statement  
Heidi McCauley – Program Level Portfolio  
New Refund Policy  
ACT335/Heidie Hutchinson  
Gen Ed Competency  
New Refund Policy