Community College of Beaver County

SYLLABUS

Course Name: **E-Commerce Applications**   Course Number: **CISW210, BUSM220, XCIS210**
Semester: **Spring 2014**

Prerequisite: **CIST100 Introduction to Information Technology**

Co-requisite:

Online Course Only
Credits: 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. Overview of Electronic Commerce
2. E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce
3. Retailing in Electronic Commerce: Products and Services
4. Online Consumer Behavior, Market Research, and Advertisement

5. B2B E-Commerce
6. Innovative EC Systems: From E-Government and E-Learning to C2C E-Commerce and Collective Commerce
7. The Web 2.0 Environment and Social Network
8. Mobile Computing and Commerce
9. E-Commerce Security and Fraud Protection
10. Electronic Commerce Payment Systems
11. EC Strategy and Implementation: Justification, SME's, and Regulatory and Ethical Issues
12. Launching a Successful Online Business and EC Projects

IV. Laboratories:

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

V.   Text:

Introduction to Electronic Commerce, 3rd Edition
By: Efraim Turban, David King, Judy Lang
ISBN-10: 0-13-610923-3
ISBN-13: 978-0-13-610923-5
Publisher: Pearson (www.Pearsonhighered.com)

VI.   Materials and Equipment:

A. Owned or Provided by the College:
1. Blackboard (Instructional Server).
B. Student Owned:
1. Text book
2. A computer with Access to the Internet
3. Microsoft Word 2010

VII.   Bibliography/Additional Resources:

1. Becoming a Virtual Company: www.inc.com/magazine/19951215/2647.html
2. Routing packets: http://computer.howstuffworks.com/router5.htm
3. Frame relay: www.cisco.com/en/US/docs/internetworking/technology/handbook/Frame-Relay.html
4. Introduction to RDF: www.w3schools.com/rdf/rdf_intro.asp
5. Understanding channel conflict: www.reshare.com/channelmanagement/understanding_channel_management.htm
6. Customer-centric Web design:

www.practicalecommerce.com/blogs/post/638-Creating-Customer-Centric-Web-Sites
7. Portal: www.hku.hk/cc_news/ccnews100/portal.htm
8. Bill presentment: www.mobilein.com/ebpp.htm
9. How to create a successful affiliate marketing program:
   http://marketing.about.com/cs/internetbasics/a/createaffiliate.htm
10. How banner ads work: www.howstuffworks.com/banner-ad.htm
11. Viral marketing: www.wilsonweb.com/wmt5/viral-principles.htm
12. Value Added Networks: www.computerworld.com/s/article/98155/VANs
13. Electronic Data Interchange: http://ecommerce.hostip.info/pages/384/Electronic-Data-Interchange-EDI.html
14. Supply Chain Management: www.cio.com/research/scm/edit/012202_scm.html
15. Social Networking for Businesses: www.bnet.com/2403-13070_23-219914.html
16. Mobile Commerce: www.ecommercetimes.com/perl/section/m-commerce/
17. English Auction: www.answers.com/topic/english-auction
18. Copyright infringement: www.copyright.gov/title17/92chap5.html
19. Patent infringement: www.tms.org/pubs/journals/JOM/matters/matters-9010.html
20. Trademark infringement:
    http://cyber.law.harvard.edu/metaschool/fisher/domain/tm.htm#7
21. Telnet applications: www.telnet.org/htm/applications.htm
22. How computer viruses work: http://computer.howstuffworks.com/virus.htm
23. Load balancing: www.loadbalancing.org/
24. Data mining:
    www.anderson.ucla.edu/faculty/jason.frand/teacher/technologies/palace/datamining.htm
25. Middleware: www.middleware.org/
26. Application server:
    www.microsoft.com/windowsserver2003/techinfo/overview/appservfaq.mspx
27. Web Bugs: http://w2.eff.org/Privacy/Marketing/web_bug.html
28. JavaScript: www.javascript.com/
29. Digital Signatures: www.youdzone.com/signature.html
30. Asymmetric and Symmetric Encryption:
    http://support.microsoft.com/default.aspx?scid=kb;EN-US;q246071
31. Smart Cards: www.smartcardalliance.org/
32. Electronic Cash: www.rsasecurity.com/rsalabs/node.asp?id=2285
33. Windows Live ID:
    https://accountservices.passport.net/ppnetworkhome.srf?vv=750&mkt=EN-US&lc=1033
34. ROI: www.rms.net/lc_faq_other_roi.htm
35. Fast Venturing: www.informationweek.com/808/08uwak.htm
36. Project Management: www.pmi.org/Pages/default.aspx

VIII. Methods of Evaluation:
1. Due Date Policy:
A. Weekly Projects:
- If submitted on due date will receive **full** points.

- If submitted passed due date will be assessed with a 3 Points penalty for **each day** passed the due date.

B. Final Project:
- If submitted on due date will receive **full** points.
- If submitted passed due date will be assessed with a **10 Points** penalty for **each day** passed the due date.

No Projects Will be Accepted After the Last Day of the Semester.

2. **Evaluation:**
   1. **Weekly Projects – EC Appl. Cases Parts: 50%** of the total points
   2. **Weekly Projects – Test Parts: 30%** of the total points
   3. **Portfolio Project/Final Project**: **20%** of the total points (**See the last three pages of this document.**)

IX.   Grading Scale:
100% – 90%   A
89% – 80%   B
79% – 70%   C
69% – 60%   D
Below 60% F

X.   Instructor:
Name: Heidie G. Hutchinson, Associate Professor, CIS/Telecom Dept.
Office: Room 4022, Science and Technology Building, CCBC Main Campus
E-mail: Use **ONLY** CCBC's Blackboard**,** Tools**,** Course Messages,
            New Message**,** to communicate with me (Instructor) via E-mail
Phone: 724-480-3547
Office Hours: See Blackboard, Faculty Information.

XI.   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:

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.

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.

3. Provides a link to a universal currency converter calculator website.

4. Provides an option to display the site's text content in at least two other major languages of the World. | 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.

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.

3. Provides a link to a universal currency converter calculator website.

4. Does not provide an option to display the site's text content in at least two other major languages of the World. | 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.

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.

3. Does not provide a link to a universal currency converter calculator website.

4. Does not provide an option to display the site's text content in at least two other major languages of the World. | 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.

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.

3. Does not provide a link to a universal currency converter calculator website.

4. Does not provide an option to display the site's text content in at least two other major languages of the World. |

II. Analyze individual vs. group vs global behavioral patterns and goals	The home page of Electronic Storefront Provides the potential buyer with: 1. A list of categories containing the items/services offered. 2. A method/tool to facilitate an easy search for an item/service. 3. A method/tool to view each item/service closely. 4. A clear description of each item/service (sizes, colors, /Numbers or frequencies.)	The home page of Electronic Storefront Provides the potential buyer with: 1. A list of categories containing the items/services offered. 2. A method/tool to facilitate an easy search for an item/service. 3. A method/tool to view each item/service closely. 4. No clear description of each item/service (sizes, colors, /Numbers or frequencies.)	The home page of Electronic Storefront Provides the potential buyer with: 1. A list of categories containing the items/services offered. 2. A method/tool to facilitate an easy search for an item/service. 3. No method/tool to view each item/service closely. 4. No clear description of each item/service (sizes, colors, /Numbers or frequencies.)	The home page of Electronic Storefront Provides the potential buyer with: 1. A list of categories containing the items/services offered. 2. No method/tool to facilitate an easy search for an item/service. 3. No method/tool to view each item/service closely. 4. No clear description of each item/service (sizes, colors, /Numbers or frequencies.)
III. Demonstrates aesthetic understanding of a culture's artistic expression	The translated (converted) Electronic Storefront: 1. Uses background colors/images that are pleasing to that culture. 2. Uses text colors and fonts that are most common in that culture/country. 3. Presents contents in arrangements common to that culture/country. 4. Provides the price for each item/service in the currency used in that culture/ country.	The translated (converted) Electronic Storefront: 1. Uses background colors/images that are pleasing to that culture. 2. Uses text colors and fonts that are most common in that culture/country. 3. Presents contents in arrangements common to that culture/country. 4. Does not provide the price for each item/service in the currency used in that culture/ country.	The translated (converted) Electronic Storefront: 1. Uses background colors/images that are pleasing to that culture. 2. Uses text colors and fonts that are most common in that culture/country. 3. Does not presents contents in arrangements common to that culture/country. 4. Does not provide the price for each item/service in the currency used in that culture/ country.	The translated (converted) Electronic Storefront: 1. Uses background colors/images that are pleasing to that culture. 2. Does not use text colors and fonts that are most common in that culture/country. 3. Does not presents contents in arrangements common to that culture/country. 4. Does not provide the price for each item/service in the currency used in that culture/ country.

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.

XI. Attendance Policy

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

XII. Tuition 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.