



BMGT 1030

Division: Business and Technology

Department: Business Management

Course: BMGT 1030

Title: Introduction to Electronic Commerce

Catalog Description:

This course will introduce the student to the concepts and technologies upon which the evolving electronic commerce (E-commerce) environment is based. Topics include: Internet technologies; electronic business models; developing effective commercial web sites; security and encryption; marketing concepts and communications; financial payment systems; ethical social and political E-commerce issues; online retailing and service industries; business-to-business and supply-chain management; auctions, portals, and online digital media providers. Practical application and development of skills in these areas are emphasized.

General Education Requirements: N/A

Semesters Offered: Fall, Spring, Summer

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Prerequisites: CIS 1010, or ability to use Microsoft Word and Microsoft PowerPoint. In addition, familiarity with creating web pages via Microsoft Word or other web development applications.

Corequisites: None

Justification:

The purpose of this course is to provide students with an understanding of the relationships among E-commerce business concerns, Internet Technology, and the social and legal context of E-commerce. There is a rapid move toward an E-commerce society and students of business and management need knowledge of current E-commerce technologies and practices, and of future E-commerce trends to be effective and successful managers in today's marketplace.

Student Learning Outcomes:

This course will provide the student with an understanding of the technologies, infrastructure, concepts, and issues behind electronic commerce. Students completing this course will have:

- skills to conduct business via the Internet and build a simple web site
- the ability to compare and contrast E-commerce business with conventional 'brick-and-mortar' business
- the ability to assess the commercial potential of Internet based businesses and recognize ways to improve and enhance their competitive position
- an understanding of E-commerce
 - marketing and retailing concepts

- shopping, publishing, and media distribution
- financial and payment systems
- security, privacy, property rights, and liabilities
ethical, social, and political issues.

Content:

Part One: Understanding E-commerce

- origin and growth of E-commerce
- features of E-commerce
- E-commerce business models and concepts

Part Two: Technology Infrastructure of E-commerce

- the Internet and the World Wide Web
- building an E-commerce web site
- security and encryption
- payment systems

Part Three: E-Commerce Business Concepts and Social Issues

- marketing concepts
- marketing communications
- ethical, social, and political issues

Part Four: E-commerce in Action

- retailing on the Web
- online service industries
- B2B and supply chain management
- auctions, portals, and electronic communities
- online content provider

General Education Outcomes:

1) Read effectively, constructively, and critically.

Students will be required to read and summarize ten in-depth E-commerce case studies. In addition, students will be required to critically review and analyze a commercial web site.

2) Write clearly, informatively, and persuasively.

Students will be required to write a report summarizing their experience with an E-commerce buying experience and write a critical analysis of a commercial web site. Students will also be required to develop an E-commerce web site that provides clear and concise marketing information about a business and product.

3) Speak effectively in a variety of contexts.

Students will be required to acquire and synthesize web based business technologies and information, and present the information in a concise and professional PowerPoint format.

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

The history of E-commerce successes, surprises, and failures are studied to better understand the future direction of E-commerce. E-commerce societal, cultural, and political issues are also explored.

5) Apply a cultural and historical awareness to a variety of phenomena.

The use of the Internet has raised pervasive ethical issues on a scale unprecedented in modern history. The students will be provided a framework for organizing these issues, and explore recommendations for future managers of E-commerce companies to deal with these issues within accepted standards of appropriateness.

Key Performance Indicators:

Students will demonstrate competence in the following areas of E-commerce:

- conducting business on the internet
- establishing a business presence on the internet
- assessing business and marketing potential of E-commerce web sites
- understanding ethical, political and social issues surrounding E-commerce
- knowledge of technical, security and financial systems employed in E-commerce.

This course will be taught online through a combination of reading assignments, online internet shopping experience, case studies, and an actual web site development project. Assessment of the student is based upon chapter tests from the textbook, textbook end-of-chapter case studies, a hands-on internet shopping assignment, an internet E-commerce PowerPoint presentation, and a business web site project as outlined below:

- Tests 40% - The student will take a chapter test for each chapter in the textbook. Tests will be administered via Webct and can be taken from any Internet connected computer
- End-of-Chapter Case Study Summaries 15% - The student will write a 1-page double spaced summary of the Case Study at the end of each chapter and will submit their summary via Webct
- Internet Shopping Assignment 10% - The student will go through the actions to "buy" a product on the Internet, and write and submit via Webct a 3-5 page double-spaced report describing the experience as outlined below:
 - select a product to purchase
 - find three Internet businesses where the product can be purchased
 - compare and contrast the three Internet businesses
 - select one Internet business to purchase the product
 - evaluate the site for product information and presentation, ease of use, and security
 - take the purchase as far as you are comfortable to go (you are not required to purchase the product and you do not have to divulge any personal information you are not willing to divulge)
 - compare this Internet purchase experience with a traditional 'brick-and-mortar' shopping experience
- E-commerce PowerPoint Presentation 15% - The student will select an Internet business that is publicly traded and has a well-developed commercial web site that sells goods or services. After exploring the site, the student will prepare a 15-20 slide PowerPoint presentation that includes the following:
 - describe the web site and provide a simple schematic of the site to explain the organization of the site
 - describe any restrictions to site access such as registration, fees, etc. that are used on the web site
 - describe the type of advertising used on the site and note external ads you have seen promoting the site on other web sites, television, magazines, etc.

- describe the financial and payment system used on the site
 - describe the security and privacy policy statements if any
 - If possible, determine if the site is internally hosted or if hosted by an external ISP. Also, try to determine who designed and manages the site
 - include anything else you find unique to the site that is worthy of note
- **Business Web Site Project 20%** - The student will create a simple business web site consisting of at least four pages: a home page, product page, business information page, and a contact page. The student can use Microsoft Word to develop the web site or any other software available including Macromedia Dreamweaver, Adobe GoLive or Yahoo Sitebuilder, etc.
are approximate

Representative Text and/or Supplies:

- Laudon, K.C., and C.G. Traver, *E-commerce: Business, Technology, Society*, Pearson Prentice Hall, current edition.

Optimum Class Size: 30

Maximum Class Size: 50

Signatures:

I hereby submit this course syllabus:

Russ Johnson, MIM, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)