

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

BSAD 372 – ELECTRONIC COMMERCE

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**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
SPRING 2015**

- A. **TITLE:** Electronic Commerce
- B. **COURSE NUMBER:** BSAD 372
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
3 lecture hours per week
- H. **CATALOG DESCRIPTION:** This course is designed to provide an overview of e-commerce models, applications, decisions, and issues. Major topics associated with e-commerce such as security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities are examined. In addition, business and revenue models, startup strategies, the evolution of social commerce, and additional emerging technologies are explored.
- I. **PRE-REQUISITES/CO-REQUISITES:**
a. Pre-requisite(s): CITA 110 and ENGL 101 or ENGL 102, and junior level standing or the permission of the instructor
b. Co-requisite(s): None
- J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Analyze the economic impact of electronic commerce on key sectors of both the private and public sector markets	2. Crit. Thinking
b. Evaluate the success or failure of existing e-commerce revenue models	2. Crit. Thinking 3. Prof. Competence
c. Compare and contrast the advantages and disadvantages of common electronic payment systems	1. Crit. Thinking
d. Develop the skills to critically evaluate various web sites and e-services against current "best practice" principles and standards	2. Crit. Thinking 3. Prof. Competence
e. Create oral, written, and graphical communications to effectively convey justifications, hypotheses, and conclusions in case studies	1. Communication 2. Crit. Thinking 3. Prof. Competence
f. Examine the influence of cultural differences, legal environments, and ethics on global e-commerce markets	2. Crit. Thinking
g. Illustrate the internet technology infrastructure necessary to develop a digital marketplace	2. Crit. Thinking 3. Prof. Competence
h. Identify e-commerce strategies and delivery options	2. Crit. Thinking 3. Prof. Competence

- K. TEXTS:** The following is a short list of textbooks that are most likely to be used in this course. Instructors may assign one of these and/or include other texts.
1. Laudon, K., & Traver, C. (2014). E-commerce: Business, technology, society (11th ed.). Prentice Hall.
 2. Schneider, G. (2014). Electronic commerce (11th ed.). Cengage.
- L. REFERENCES:** As determined by instructor.
- M. EQUIPMENT:** technology-enhanced classroom
- N. GRADING METHOD:** A-F
- O. MEASUREMENT CRITERIA/METHODS:**
- Exams
 - Quizzes
 - Assignments
 - Oral Presentations
 - Professional Writing/Budget Creation Project
 - Simulation
- P. DETAILED COURSE OUTLINE:**
- I. AN OVERVIEW OF ELECTRONIC COMMERCE**
 - A. Categories of Electronic Commerce
 - B. Advantages and Disadvantages of the Digital Market
 - C. Business Models, Revenue Models, and Business Processes
 - D. The Global Digital Marketplace
 - II. INTERNET TECHNOLOGY INFRASTRUCTURE**
 - A. Origins of the Internet
 - B. Markup Languages and the Web
 - C. Intranets and Extranets
 - D. Internet Protocols
 - E. Web 2.0, 3.0, and 4.0
 - III. SELLING ON THE WEB**
 - A. Revenue Models
 - B. Creating an Effective Web Presence
 - C. Website Usability
 - D. Online Consumer Behavior
 - E. Web Analytics
 - IV. MARKETING ON THE WEB**
 - A. Internet Marketing Strategies
 - B. Market Segmentation
 - C. Customer Relationship Management
 - D. Creating and Maintaining a Brand

- V. **B2B E-COMMERCE**
 - A. Purchasing, Logistics, and Support Activities
 - B. Digital Supply Chain Management
 - C. Sell Side Marketplace and Intermediaries
 - D. Online Auction Platforms
- VI. **MOBILE COMMERCE**
 - A. Ubiquitous Computing, Sensory Networks, and Infrastructure
 - B. Enterprise Applications
 - C. E-Learning
 - D. E-Government
- VII. **SOCIAL COMMERCE**
 - A. Virtual Worlds
 - B. Models of Social Shopping
 - C. Facilitating CRM Using Social Networks
 - D. E-Entertainment and E-Gaming
- VIII. **REGULATIONS, RISK, FRAUD, AND SECURITY**
 - A. Disaster Recovery Planning
 - B. Types of Security Threats, Vulnerabilities, and Technical Attacks
 - C. Controls and Defense Mechanisms
 - D. Regulatory Controls Applicable to E-Commerce
 - E. Intellectual Property Law

Q. **LABORATORY OUTLINE:** Not Applicable