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

MASTER SYLLABUS

BSAD 372 Electronic Commerce

Created by: Janice Robinson
Updated by: Janice Robinson

School of Business & Liberal Arts
Department: Business
Semester/Year: Spring 2019
A. **TITLE**: Electronic Commerce

B. **COURSE NUMBER**: BSAD 372

C. **CREDIT HOURS**: 3 credit hour(s) per week for 15 weeks

D. **WRITING INTENSIVE COURSE**: Yes ☐ No ☒

E. **GER CATEGORY**: None: ☒ Yes ☐

F. **SEMESTER(S) OFFERED**: Fall ☐ Spring ☒ Fall & Spring ☐

G. **COURSE 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.

H. **PRE-REQUISITES**: None ☐ Yes ☒ If yes, list below: CITA 110 and ENGL 101 and junior level standing or permission of the instructor

**CO-REQUISITES**: None ☒ Yes ☐ If yes, list below:

I. **STUDENT LEARNING OUTCOMES**:

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>ISLO &amp; SUBSETS</th>
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</thead>
<tbody>
<tr>
<td>Analyze the economic impact of electronic commerce on key sectors of both the private and public sector markets.</td>
<td>1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making.</td>
<td>2 PS</td>
</tr>
<tr>
<td>Evaluate the success or failure of existing e-commerce revenue models.</td>
<td>1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes.</td>
<td>2 PS 2 CA</td>
</tr>
<tr>
<td>Compare and contrast the advantages and disadvantages of common electronic payment systems.</td>
<td>1.1 Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution. 8.1 Identify relevant resources to produce a product or service. 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes.</td>
<td>2 PS 5 2 CA</td>
</tr>
<tr>
<td>Examine the influence of cultural differences, legal environments, and ethics on global e-commerce markets.</td>
<td>1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 5.1 Explain how operating in a global marketplace creates business opportunities and challenges. 5.2 Explain the implications of multicultural issues related to specific business scenarios.</td>
<td>2 PS 4 GL 4 GL</td>
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</tbody>
</table>
| Illustrate the internet technology infrastructure necessary to develop a digital marketplace. | 1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making  
2.2 Apply the appropriate choice of format and communications medium  
8.1 Identify relevant resources to produce a product or service  
9.1 Identify and utilize appropriate computer applications for analysis and data presentation  
9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes | 2 | O&W  
1 | 5  
2 | CA  
2 | CA |
| Identify e-commerce strategies and delivery options. | 1.1 Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution.  
1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making  
8.1 Identify relevant resources to produce a product or service  
9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes | 2 | PS  
2 | PS  
5 | CA  
2 | CA |

J. **APPLIED LEARNING COMPONENT**: Yes / Research & Creative Works

K. **TEXTS**:

Educational materials will be chosen at the discretion of the instructor

L. **REFERENCES**:

**PROFESSIONAL ORGANIZATIONS**
- E-Commerce Professionals Association
- American E-Commerce Association
- Internet Merchants Association
- E-Commerce Foundation
- World Trade Organization

M. **EQUIPMENT**: None Needed: Technology enhanced classroom

N. **GRADING METHOD**: A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS**:

Assignments, Projects, Exams, Participation

P. **DETAILED COURSE OUTLINE**:

I. **An Overview of Electronic Commerce**
   - A. Categories of Electronic Commerce
   - B. Advantages and Disadvantages of the Digital Market
   - C. Channels of Communication
   - D. Business Models, Revenue Models, and Business Processes
   - E. 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 and 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  
E. E-Health

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  
E. Intellectual Property Law

Q. LABORATORY: NOT APPLICABLE