

**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:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>Program Student Learning Outcome [PSLO]</u></b>	<b><u>ISLO &amp; SUBSETS</u></b>	
Analyze the economic impact of electronic commerce on key sectors of both the private and public sector markets.	1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 3.2 Describe the external forces (e.g. legal/regulatory, economic, global, industry, and customer) applicable to business operations	2 5	PS
Evaluate the success or failure of existing e-commerce revenue models.	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	2 2	PS CA
Compare and contrast the advantages and disadvantages of common electronic payment systems.	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	2 5 2	PS CA
Examine the influence of cultural differences, legal environments, and ethics on global e-commerce markets.	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	2 4 4	PS GL GL

	6.2 Apply the fundamentals of tort, contract, agency, intellectual property, and employment law in analyzing business decisions.	5	
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	PS
	2.2 Apply the appropriate choice of format and communications medium	1	O&W
	8.1 Identify relevant resources to produce a product or service	5	
	9.1 Identify and utilize appropriate computer applications for analysis and data presentation	2	CA
	9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes	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.	2	PS
	1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making	2	PS
	8.1 Identify relevant resources to produce a product or service	5	
	9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes	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**