

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



MASTER SYLLABUS

BSAD 372 – ELECTRONIC COMMERCE

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.0208

For assistance determining CIP Code, please refer to this webpage
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>
or reach out to Sarah Todd at todds@canton.edu

Created by: Janice Robinson

Updated by: Nicholas C Kocher (clerical update)

**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
FALL 2024**

A. TITLE: Electronic Commerce

B. COURSE NUMBER: BSAD 372

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	
Spring	x
Fall and Spring	

G. COURSE DESCRIPTION:

This course provides 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: CITA 110 and ENGL 101 and junior level standing
CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. 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 – PS 5
b. 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 – CA & PS
c. 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.		2 – CA & PS 5

	<p>8.1 Identify relevant resources to produce a product or service</p> <p>9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes</p>		
d. Examine the influence of cultural differences, legal environments, and ethics on global e-commerce markets.	<p>1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making</p> <p>5.1 Explain how operating in a global marketplace creates business opportunities and challenges</p> <p>5.2 Explain the implications of multicultural issues related to specific business scenarios</p> <p>6.2 Apply the fundamentals of tort, contract, agency, intellectual property, and employment law in analyzing business decisions.</p>		<p>2 – PS</p> <p>4 – GL</p> <p>5</p>
e. Illustrate the internet technology infrastructure necessary to develop a digital marketplace.	<p>1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making</p> <p>2.2 Apply the appropriate choice of format and</p>		<p>1 – O & W</p> <p>2 – CA & PS</p>

	<p>communications medium</p> <p>8.1 Identify relevant resources to produce a product or service</p> <p>9.1 Identify and utilize appropriate computer applications for analysis and data presentation</p> <p>9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes</p>		
f. Identify e-commerce strategies and delivery options.	<p>1.1 Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution.</p> <p>1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making</p> <p>8.1 Identify relevant resources to produce a product or service</p> <p>9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes</p>		2 – CA & PS 5

KEY	<u>Institutional Student Learning Outcomes</u> [ISLO 1 – 5]
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	x

K. TEXTS: Allison, K. (2024). E-commerce (Access code). Stukent Inc. ISBN 9781956963649.

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Quizzes
- Projects
- Assignments
- 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