

E-commerce

BA 200

COURSE TITLE

BA 200 Electronic Commerce/Retailing (5) Credits

Doug Jones djones@ghc.edu

360.538.4021 Room 307B

PREREQUISITES/CO-REQUISITES

<ul style="list-style-type: none">• Access to the Computer/Internet
<ul style="list-style-type: none">• Basic knowledge of the Internet (E-mail, downloading, etc.) CIS 125

RESOURCES

<ul style="list-style-type: none">• Textbook – E-Commerce Concepts, Schneider, Course Technology
<ul style="list-style-type: none">• Companion Web Site http://www.course.com/NewPerspectives/EC

COURSE DESCRIPTION

This course examines how the internet is used for the marketing, selling, promoting, and distributing of retail goods and services. Topics will include:

<ul style="list-style-type: none">• Understanding E-Commerce Basics
<ul style="list-style-type: none">• E-Commerce Options
<ul style="list-style-type: none">• Exploring Marketing Issues
<ul style="list-style-type: none">• Technology issues, including basic infrastructure, security, and agents
<ul style="list-style-type: none">• Problems currently facing E-Commerce
<ul style="list-style-type: none">• Pricing, packaging and distribution of information goods
<ul style="list-style-type: none">• Customer Service
<ul style="list-style-type: none">• Social impact of retailing E-Commerce
<ul style="list-style-type: none">• Payment Systems

PURPOSE OF COURSE

The technology revolution has provided retailers with tremendous opportunities for increasing the efficiency and effectiveness of doing business. The class will introduce the student to the many ways in which basic retailing functions can be enhanced through effective use of information technology and the Internet. The course will explore electronic commerce from a theoretical and applied perspective.

METHODS OF INSTRUCTION

This course is taught using a variety of methods, with hands-on activities and group

projects emphasized. The course will be available on line and will feature interactive activities and problems over the Web.

OUTCOMES

Learner Outcome	Performance Indicators
1. History of e-commerce and its impact on retailing of the 21st century.	Complete homework assignments that demonstrate knowledge and understanding of the development of e-commerce.
2. Framework of e-commerce and its special characteristics.	Complete assignments that demonstrate knowledge and understanding of e-commerce.
3. Critic the e-commerce of small, medium, and large web-based retailers.	Review, compare and analyze various Internet web sites that promote retail e-commerce.
4. Apply the steps in setting up an e-commerce retail business.	Develop and present a personal e-commerce retail business web site.
5. Consult and create a web-based e-commerce site with a local retail business.	Develop and present a personal e-commerce retail business web site.
6. Describe and understand e-commerce retail pricing concepts and strategies.	Identify and provide examples of how retail businesses price products and services on the web.
7. Describe and understand the elements involved in a business's web-based communication with its customers.	Identify and provide examples of how retail businesses communicate with their customers via the web.
8. Discuss and identify unique aspects of the e-commerce service retailing.	Identify and provide examples of web-based service retailing.
9. Describe the advantages and disadvantages of posting web-based electronic resumes.	Post a resume to the WWW/Internet.
10. Competent in the use of electronic mail, web page development and Power Point presentation.	Use electronic mail, web page development tools and Power Point.
11. Incorporate technology into presentations and assignments.	Demonstrate and provide evidence of technology in presentations and written assignments.
12. Understand how computers and the World Wide Web can be used in retail business.	Demonstrate the ability to use the Internet/WWW to locate information provided by businesses and government agencies, as well as develop a small business web page.

ASSESSMENT CRITERIA:

You will be involved in developing a number of individual assignments and group projects.

Learning Activities (Cases)	50%
Midterm	25%
Final	25%
TOTAL	100%

ASSIGNMENTS:

There are nine chapters (Called Tutorials). For each chapter you should do the following:

Note: The Companion Website (<http://www.course.com/NewPerspectives/EC>) contains the links needed to complete the cases as well as other links and information. Since the Web is a dynamic environment, occasionally links will no longer be active. In this case, it is up to you to find a suitable alternative in order to complete the assignment. If you cannot you must contact me before the due date for assistance.

Further, it is a good idea to have a web based e-mail account to use when asked to submit information for "trial" versions. You can use <http://www.gmail.com>, <http://www.yahoo.com>, <http://www.hotmail.com> and others.

1. Work through the chapters doing each step by step activity. (Gray Boxes)
2. Answer all Quick Check Questions. This is not turned in. (Answers are at the end of the chapter, but it will help prepare you for the midterm and final.)
3. Do the Cases as follows:
 - a. Tutorial # 1 - Cases 2 & 3.
 - b. Tutorial # 2 - Cases 1 & 3
 - c. Tutorial # 3 - Cases Create your own web store using Ready Website or Builder Spot. Print several pages from your completed store.
 - d. Tutorial # 4 - Cases 1 & 3
 - e. Tutorial # 5 - Cases 3 & 4
 - f. Tutorial # 6 - Cases 1 & 3
 - g. Tutorial # 7 - Cases 1 only
 - h. Tutorial # 8 - Cases 1 & 2
 - i. Tutorial # 9 - Cases 2 & 4

Note: You may skip any one Tutorial. However you must notify the instructor in advance. If no tutorial is skipped then your highest 8 scores will be used to calculate your final grade.

Sample Schedule:

These case studies are mostly written assignments, which should be e-mailed to me each Tuesday by Midnight. Below are the due dates.

- | | |
|-----------------------------------|---|
| 1. January 3rd | First Day of Class |
| 2. January 9 th | Tutorial 1 Due |
| 3. January 10th | Second Day of Class |
| 4. January 16th | Tutorial 2 Due |
| 5. January 23rd | Tutorial 3 Due |
| 6. January 30th | Tutorial 4 Due |
| 7. February 6th | Tutorial 5 Due |
| 8. February 7th | Third Class Meeting (Midterm Chapters 1-5) |
| 9. February 13th | Nothing Due!! |
| 10. February 20th | Tutorial 6 Due |
| 11. February 27th | Tutorial 7 Due |
| 12. March 6th | Tutorial 8 Due |
| 13. March 13 th | Tutorial 9 Due |
| 14. March 14th | Last Day of Class (Final Chapters 6-9) |

COURSE OBJECTIVES

Upon completion of this class, you will be provided the opportunity to:

GE GOALS

Describe the history of the Internet and retail electronic commerce	DL
Describe the driving forces of retail e-commerce	DL
Explain how the Internet can be helpful in the marketing and service of your retailing products and/or services	UR
Discuss how the Internet can be used to provide better service to your stake holders; customers, suppliers, owners, employees, etc.,	CT UR L
Describe the different capabilities of the Internet and how each one can be used to redesign retailing practices.	CT DL
Discuss the social impact of e-commerce retailing	SPR
Apply your retail business and Internet skills by developing a personal e-commerce business	CT UR
Explain the basic business principles behind marketing and retailing.	DL L

General Education Goals – Key

Disciplinary Learning: Knowledge of content in prerequisite or transfer courses, as well as preparation for a career.	4	DL
Literacy: Skills in reading, writing, speaking, listening, and quantifying, as well a awareness and appreciation of learning styles and lifelong learning options.	2	L
Critical Thinking: Competency in analysis, syntheses, problem solving, decision making, creative exploration, and formulation of an aesthetic response.	2	CT
Social and Personal Responsibility: Awareness of and responsiveness to diversity and commonality among cultures, multiplicity of perspectives, ethical behaviors, and health and wellness issues.	2	SPR
Using Resources: Skills in accessing, and evaluating information resources including campus resources, awareness of the role of information resources in making sound decisions, and command of the skills required to use appropriate technologies effectively.	3	UR