

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

Transfer course A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: BUS 157 E-Commerce

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS: Appropriate language skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: BUS 190 Internet for Business

SCOPE OF COURSE: Addresses the methods by which a business can harness the powers of the Web to sell its product. Examines planning an e-business, web site creation and hosting, e-commerce stores, electronic payment issues and security, marketing an e-business, copyright, and privacy policy issues.

SPECIFIC COURSE OBJECTIVES: The successful student upon completion of the course will be able to

1. Explain and communicate fully the reasons a company would desire to be involved in e-commerce;
2. Identify the technological and business infrastructure that makes e-commerce possible;
3. Draw valid conclusions regarding the marketing issues involved in conducting e-commerce;
4. Develop strategies implementing e-commerce technologies to exploit business opportunities;
5. Evaluate the security and risk factors inherent in e-commerce.

6. Examine the fundamental factors that produce an attractive web site for e-commerce customers;
7. Determine the legal issues associated with e-commerce;
8. Identify and articulate key management issues that arise in the development and implementation of e-commerce strategies; and

9. Analyze new developments (current trends and approaching obstacles) that may drive future e-commerce initiatives.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Introduction to the Resources of Electronic Marketing
- II. Concept of Electronic Commerce and the Traditional Marketing Process
- III. Marketing Planning Stage for Online Activities
- IV. The Actions of Marketing Implementation
- V. An Introduction to the Internet
- VI. Concept of the Virtual Store for Marketing Products and Services
- VII. The Tools of Electronic Marketing Resources
- VIII. Segmenting and Analyzing the Target Market
- IX. Integrating the Promotional Mix
- X. Using the Internet
- XI. Web Design
- XII. Capturing Customer Profiles and Data Management
- XIII. Considerations for Ongoing Customer Communications
- XIV. Establishing and Promoting the Virtual Store
- XV. Security on the E-Commerce Site
- XVI. Special Opportunities for Business-to-Business Commerce
- XVII. Implications to the International Marketing Program
- XVIII. The Ethics of Electronic Marketing
- XIX. The Future of Electronic Marketing Resources

REQUIRED READING:

Cram, Carol. E-Commerce Concepts: Introductory. Orlando: ITP Media/Course Technology, 2001.

SUGGESTED READING:

Kalakota, Ravi and Marcia Robinson. e-Business: Roadmap for Success. Addison Wesley Information Technology Series, 1999.

Watson, Richard T. Electronic Commerce, 1/e. Orlando: Dryden Press, 2000.

REQUIRED WRITING:

Student will complete 3 case studies on web site objectives and development which shall demonstrate their critical analysis and problem-solving skills. Each paper will be 3-4 typed pages in length.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.

Students will read text and other outside readings and develop case study solutions.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

3 case studies	40%
3 chapter exams	40%
1 final exam	20%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 1.

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

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SIGNATURES ON FILE: