

ITT Technical Institute
EC321
Introduction to E-Commerce
Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 40 (40 Theory Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisite: TB143 Introduction to Personal Computers or equivalent or TB145
Introduction to Computing or equivalent

Course Description:

This course is an introduction to the world of e-commerce. Students will identify and examine the latest trends and directions in e-commerce business applications.

SYLLABUS: Introduction to E-Commerce

Instructor: _____

Office hours: _____

Class hours: _____

Major Instructional Areas

1. Introduction to the evolution and current state of E-commerce
2. Technologies and infrastructure supporting E-commerce and E-business
3. Business functions transformed by E-commerce implementations: sales, marketing, supply chain, support functions, organizational learning and Management decision-making
4. Analysis of electronic business models and strategies through case studies
5. Ethical, social, legal and political issues in E-commerce

Course Objectives

After successful completion of this course, the student will have the opportunity to:

1. Explain the historical evolution of E-commerce to the present day.
2. Explain the importance of the key underlying principles associated with e-commerce in today's business environment.
3. Identify the key drivers determining the way businesses adopt and implement E-commerce technologies.
4. Identify the technologies that support E-commerce integration throughout the business organization.
5. Describe the ethical, social, political, and legal issues that arise in E-commerce.
6. Describe the various kinds of E-commerce applications and implementations used in business.
7. Analyze the transformation of business functions by E-commerce implementations: sales, marketing, supply chain, support functions and Management decision-making.
8. Use the ITT Technical Virtual Library and other Internet-based resources to research E-commerce issues and E-commerce case analyses.

Related SCANS Objectives

1. Recognizes the problem, identifies possible reasons for the problem, and devises and implements a plan of action to resolve it.
2. Discovers a rule or principle underlying the relationship between two or more objects and applies it in solving a problem.
3. Knows how social, organizational, and technological systems work and operate effectively within them.
4. Organize and process symbols, pictures, graphs, objects, and other information.
5. Use efficient learning techniques to acquire and apply new knowledge and skills.
6. Exert a high level of effort and persevere towards goal attainment.
7. Know requirements of projects and monitor progress towards successful completion.
8. Choose ethical course of action.

9. Acquire, organize, maintain, evaluate, and communicate information; use computers to process information.
10. Use effective research methodologies, both online and traditional, to acquire information.
11. Differentiates between various technological features of the Internet, WWW and eBusiness.

Teaching Strategies

The curriculum is designed to promote a variety of teaching strategies that support the outcomes described in the course objectives and that foster higher cognitive skills. Delivery makes use of various media and delivery tools in the classroom.

Course Resources

Student Textbook Package

- Textbook:
- Laudon, K. C., Travis, J., & Traver, C. G. (2009). *E-commerce: Business, technology, society and case book* (Custom 2nd ed.). Boston, MA: Pearson Custom.
- Laudon, K. C., & Travis, J. (2009). *E-commerce: business, technology, society Website/Media Access Card* (Custom 2nd ed.). Boston, MA: Pearson Custom.
- Laudon, K. C., & Travis, J. (2009). *E-commerce color images* CD (Custom 2nd ed.). Boston, MA: Pearson Custom.

References and Resources

ITT Tech Virtual Library

Login to the ITT Tech Virtual Library (<http://www.library.itt-tech.edu/>) to access online books, journals, and other reference resources selected to support ITT Tech curricula.

- **Books**

The following books are related to this course and are available through the ITT Tech Virtual Library: These are listed for reference and further reading.

- Allen, Cliff, Deborah Kania, and Beth Yaeckel. Hoboken. *One-to-One Web Marketing: Build a Relationship Marketing Strategy One Customer at a Time*. 2nd Edition., NJ: John Wiley and Sons, Incorporated, 2002.
- Al-Qirim, Nabeel. *Electronic Commerce in Small to Medium Sized Enterprises: Frameworks, Issues, and Implications*. Hershey, PA: Idea Group, 2003.
- Clark III, Irvine and Theresa B. Flaherty. *Advances in Electronic Marketing*. Hershey, PA: Idea Group Publishing, 2005.
- Deans, P. Candace. *E-Commerce and M-Commerce Technologies*. Hershey, PA: IRM Press, 2001.
- Fazlollahi, Bijan. *Strategies for e-Commerce Success*. Hershey, PA: Idea Group Publishing, 2002.
- Franke, Ulrich. *Managing Virtual Web Organizations in the 21st Century: Issues and Challenges*. Hershey, PA: Idea Group Publishing, 2002.

- Gangopahdyay, Aryya. *Managing Business with Electronic Commerce: Issues and Trends*. Hershey, PA: Idea Group, 2001.
- Khosrowpour, Mehdi. *IT Solutions Series: E-Commerce Security: Advice from Experts*. Hershey, PA: Idea Group, 2004.
- Lubbe, Sam. *The Economic and Social Impacts of E-Commerce*. Hershey, PA: Idea Group, 2003.
- MarketingSherpa, Incorporated. *Proven Tactics in e-Retail: Case Studies on Selling More Online*. Warren, RI: MarketingSherpa, Incorporated, 2003.
- Sagner, James S. and Paula A. Lubas. *E-Commerce New Economy: Financial and Process Metrics*. NY: AMACOM, 2001.
- Schmid, Beat Katrina Stanoevska-Slabeva and Tschammer, Volker. *Towards the E-Society: E-Commerce, E-Business and E-Government*. Dordrecht, Netherlands: Kluwer Academic Publishers, 2001.
- Singh, Mohini. *E-Business Innovation and Change Management*. Hershey, PA: Idea Group, 2003.
- Thanasankit, Theerasak. *E-Commerce and Cultural Value*. Hershey, PA: Idea Group, 2003.
- Zimmerman, Jan. *Marketing on the Internet: Your Seven Step Plan for Succeeding in e-Business Now That the Hype is Over*. 6th Edition. Gulf Breeze, FL: Maximum Press, 2002.
- **Periodicals**

The following periodicals are related to this course and are available through the ITT Tech Virtual Library. These are listed for reference and further reading.

- **Periodicals> Database Journal**
- **Periodicals> eWeek**
- **Periodicals> IT Architect**
- **Periodicals> Technology Innovations**
- **Periodicals> Technology Review**
- **Periodicals> Wall Street Journal**

■ **Other Resources**

- **Books:**
 - Strong, William S., *The Copyright Book: A Practical Guide*. Boston, MA: MIT Press, 1999. ISBN: 0-262194-19-8.
- **Websites:** A listing of web resources outside the ITT Tech Virtual Library

- IBM Business consulting unit listing of cases and materials on value and implementation of E-Commerce, business technology integration and strategy.
http://www-1.ibm.com/services/us/bcs/html/bcs_casestudies.html
 (December 23, 2005)
- Microsoft's database of customer solution case studies for various industries and software applications.
<http://www.microsoft.com/resources/casestudies/>
 (December 23, 2005)
- Reference for news and tools related to network security.
www.searchsecurity.com
 (December 23, 2005)
- Reference materials source for technology and rationale supporting online payment systems and trust infrastructure for E-Commerce.
http://www.verisign.com/Resources/Payment_Services_Guides/index.html
 (December 23, 2005)
- Research guides, white papers, product information and case studies on a variety of E-Commerce and E-Business topics.
<http://www.bitpipe.com/>
 (December 23, 2005)
- **Periodicals:**
 - Wired Magazine. www.wired.com
- **Other** (Online articles used in the course):
 - Andrews, Peter, "High Hopes: The positive effects of technologies on the horizon," (February 2004)
<http://www-1.ibm.com/services/us/imc/pdf/g510-3568-high-hopes-technology.pdf> positive-effects-of-
 (December 23, 2005)

All links to web references outside of the ITT Tech Virtual Library are always subject to change without prior notice

Evaluation & Grading

COURSE REQUIREMENTS

1. **Attendance and Participation**
 Regular attendance and participation are essential for satisfactory progress in this course.
2. **Completed Assignments**
 Each student is responsible for completing all assignments on time.
3. **Team Participation (if applicable)**
 Each student is responsible for participating in team assignments and for completing the delegated task. Each team member must honestly evaluate the contributions by all members of their respective teams.

Evaluation Criteria Table

The final grade will be based on the following weighted categories:

CATEGORY	WEIGHT
Discussion/ Participation	10%
Mini Cases	20%
Written Assignments	25%
Project	35%
Quizzes	10%
Total	100%

Grade Conversion Table

Final grades will be calculated from the percentages earned in class as follows:

A	90 - 100%	4.0
B+	85 - 89%	3.5
B	80 - 84%	3.0
C+	75 - 79%	2.5
C	70 - 74%	2.0
D+	65 - 69%	1.5
D	60 - 64%	1.0
F	<60%	0.0

Course Outline

Unit	Lsn	Lesson Title	Reading	Activity Ty		
				Written Assignments	Quizzes	Discussion
1	1	Introduction to E-Commerce and E-Business	Pages 2-27, Chapter 1 E-Commerce: The Revolution Is Just Beginning	1-1		
	2	E-Commerce I and II	Chapter 1, pp. 28-38			
	3	Understanding E-Commerce, Organizing Themes	Chapter 1, pp. 39-46			1-3
2	1	What is a Business Model?	Chapter 2, pp. 59-71		2-1	
	2	Major E-Commerce Business Models	Chapter 2, pp.71-87			
	3	How the Internet and the Web Change Business: Industry View	Chapter 2, pp. 93-98			2-3

Unit	Lsn	Lesson Title	Reading	Activity Type		
				Written Assignments	Quizzes	Discussion
3	1	How the Internet and the Web Change Business: Firm View	Chapter 2, pp. 99-104			3-1
	2	The Internet: Technology Background	Chapter 3, pp. 116-162	3-2 (Due Unit 4)		
	3	The World Wide Web	Chapter 3, pp. 162-182			
4	1	Business Integration and Supply Chain Management	Chapter 12, pp. 702-722		4-1	4-1
	2	E-distribution and E-procurement systems	Chapter 12, pp. 723-753			
5	1	Internet-based Marketing strategies.	Chapter 7, pp. 355-379			5-1
	2	Online Marketing and Branding Concepts	Chapter 7, pp. 379-388, 407-423	5-2 (Due Unit 6)		
	3	Online Marketing Research and Communications	Chapter 7, pp. 424-428, Chapter 8, pp. 443-463			
6	1	Retailing in the US Economy	Chapter 10, pp. 571-586		6-1	
	2	E-Tailing Business Models	Chapter 10, pp. 587-613			6-2
7	1	Online Service Businesses	Chapter 11, pp. 625-641, 660-674			
	2	Online Auctions and Portals	Chapter 13, pp. 779-827			
	3	Online Content Business	Chapter 14, pp. 863-916			7-3
8	1	Online Intelligence Gathering for Customer Service Improvement	Chapter 7, pp. 389-406	8-1 (Due Wk 9)	8-1	8-1
	2	Business Intelligence for Business Process Improvement	Assigned articles from ITT Tech Virtual Library, IEC Tech Tutorials (est. 20 pages)			
9	1	Ethical Framework for E-Commerce Issues	Chapter 9, pp. 496-502	9-1		
	2	Privacy and Information Rights	Chapter 9, pp. 503-524			9-2
10	1	Internet Governance and E-Commerce Taxation	Chapter 9, pp. 544-550			
	2	Public Safety and Welfare Issues in E-Commerce	Chapter 9, pp. 550-556, ITT Tech Virtual Library articles	10-2		
11	1	Course Wrap-up				11-1

Activity Type

Each activity should fall under one of the approved activity category names. The first value refers to the unit and lesson number in which the activity is assigned (for example, "2-1"). Adjacent to this is the due

date for the course activity (for example, "Due Unit 3"). Activity names should match the activity names stated in Evaluation Criteria table found in the course Design Document.

Intent/Interface

The focus of this course is to introduce the student to the business context of the program. By examining how technology relates to the firm's business model and business needs, future technical project managers will come to understand the place of technical projects in modern organizations and how the project manager relates to the business. Activities for the course have been created to address a range of business issues and give a sense of the variety of ways technology advances business strategy.