



# BROWARD COLLEGE COURSE OUTLINE

**LAST REVIEW: 2010-2011**

**NEXT REVIEW: 2015-2016**

**STATUS: A**

**COURSE TITLE: Introduction to Electronic Commerce**

**COMMON COURSE NUMBER: MNA1821C MNA 1821C**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**

*(Per 16 week term)*

**CLOCK HOURS:**

*(Voc. Course ONLY)*

**Lecture: 32**

**Lab: 32**

**Clinic:**

**Other:**

**PREREQUISITE(S): None**

**COREQUISITE(S):**

**PRE/COREQUISITE(S):**

**COURSE DESCRIPTION:** This course examines the history, basics, tools, and other important issues surround the many forms of Electronic Commerce. The students develop skills and gain knowledge and experience with a networked community designed for business functions and transactions. Subject areas include: types of E-Commerce; E-Marketing; E-Accounting; E-Customer Service; effective E-Commerce solutions and the development process and E-Commerce case studies and solutions. Students should have a working knowledge of the Internet.

## **UNIT TITLES**

- 1. Basic E-Commerce**
- 2. Types of E-Commerce and their concepts**
- 3. E-Marketing**
- 4. Legal issues associated with E-Commerce**
- 5. Merchandising and the order fulfillment process**
- 6. E-Accounting via the Internet**
- 7. Customer service in E-Commerce**
- 8. The E-Commerce development process**
- 9. E-Commerce case studies and solutions**

Common Course Number: MNA1821C

## **UNITS**

### **Unit 1: Basic E-Commerce**

#### **General Outcome:**

- 1.0 The student shall: be able to identify the historical implications of major technological change. Additionally, the students will understand the present power shift and the resulting re-engineering of firms.**

#### **Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 1.1 Explain how technological advances change the economy.**
- 1.2 Demonstrate knowledge of how the Internet changes business**
- 1.3 Explain the power shift to the customer.**
- 1.4 Explain why firms must re-engineer the business.**
- 1.5 Explain the internal efficiencies in the new corporations.**

**Common Course Number: MNA1821C**

**Unit 2: Concepts and Types of E-Commerce**

**General Outcome:**

- 2.0 The student will be able to understand the similarities and differences between mainstream traditional and E-Commerce marketing. Additionally, the students will have an understanding of the following types of marketing models: business-to-business (B2B), and consumer-to consumer (C2C).**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the students should be able to:**

- 2.1 Compare and differentiate between traditional and E-Commerce businesses.**
- 2.2 Compare and differentiate between traditional and E-Commerce distribution.**
- 2.3 Describe the key components of E-Commerce.**
- 2.4 Describe the interaction between buyer and seller.**
- 2.5 Explain back end systems.**
- 2.6 Compare E-Commerce business types.**

Common Course Number: MNA1821C

### **Unit 3: E-Marketing**

#### **General Outcome:**

- 3.0 The student shall be able to understand the unique marketing features of E-Commerce. The students will understand E-Branding and loyalty; time to market; global sales channel; logistics and physical distribution; search engines; and 24/7 marketing.**

#### **Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 3.1 List the important aspects of marketing on the net.**
- 3.2 Explain branding names and customer loyalty and how it related to E-Commerce.**
- 3.3 Identify the reasons for reduced time to market.**
- 3.4 Explain the global sales channel.**
- 3.5 Identify logistics and physical distribution concerns.**
- 3.6 Describe marketing opportunities associated with 24/7 operations.**
- 3.7 Identify search engines and directories.**
- 3.8 Explain the importance of online classifieds; message boards; e-mail; newsletter, and links.**

**Common Course Number: MNA1821C**

**Unit 4: Understanding Cyber Law**

**General Outcome:**

- 4.0 The student will be able to understand the ethical and legal issues dealing with cyber law. The students will understand issues relating to jurisdiction; copyright trademarks; online contracting; privacy; obscenity, and Internet crime.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 4.1 Describe the uniqueness of cyber law.**
- 4.2 Explain E-Commerce jurisdiction issues.**
- 4.3 Describe copyright issues.**
- 4.4 Explain trade name and domain issues.**
- 4.5 Explain online contracting and its implications.**
- 4.6 Describe how cyber law deals with privacy.**
- 4.7 Describe how Federal statues deal with obscenity.**
- 4.8 Identify all issues relating to Internet crime.**

**Common Course Number: MNA1821C**

**Unit 5: Merchandising and the Order Fulfillment Process**

**General Outcome:**

- 5.0 The student will be able to explain the fulfillment channel network and identify successful fulfillment channels. Concepts to be covered include customer expectations; shipping options; escrow and credit; fulfillment supply chain, and fulfillment solutions.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 5.1 Identify successful fulfillment channels.**
- 5.2 Explain customer expectations.**
- 5.3 List shipping options.**
- 5.4 Identify escrow and credit rating companies.**
- 5.5 Describe the electronic fulfillment supply chain.**
- 5.6 Explain supply chain management.**
- 5.7 Find electronic fulfillment options.**

**Common Course Number: MNA1821C**

**Unit 6: Understanding E-Accounting**

**General Outcome:**

- 6.0 The student will be able to describe the accounting and financial management requirements. Students should understand topics that include cash flow planning; accounts payable; online procurement systems; asset management; inventory, and general ledger systems.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 6.1 Describe the uniqueness of E-Accounting.**
- 6.2 Identify major issues dealing with accounting and financial management for E-Commerce.**
- 6.3 Describe cash flow planning.**
- 6.4 Describe accounts payable for E-Commerce.**
- 6.5 Describe online procurement systems.**
- 6.6 Explain asset management.**
- 6.7 Describe inventory concerns in E-Commerce.**
- 6.8 Describe electronic general ledger systems.**

**Common Course Number: MNA1821C**

**Unit 7: Electronic Customer Service**

**General Outcome:**

- 7.0 The student will be able to identify the unique nature of electronic customer service. Students will gain an understanding of how to create personal relationships via the Internet. Students will understand the importance of e-mail response and customer care strategies. Students will examine customer care industry examples, the customer care application framework, and customer care strategies.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 7.1 Relate the importance of customer service in an electronic setting.**
- 7.2 List methods of establishing a personal relationship via the Internet.**
- 7.3 Describe the importance of e-mail response.**
- 7.4 Describe the customer care industry and list examples.**
- 7.5 Explain the customer care application framework.**
- 7.6 Develop effective customer care strategies.**

**Common Course Number: MNA1821C**

**Unit 8: The E-Commerce Development Process**

**General Outcome:**

- 8.0 The student will be able to understand the components of the web site development process including the design, needs determination, and definition of the site's purpose.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 8.1 Describe the site development process.**
- 8.2 Explain needs and objectives.**
- 8.3 Address needs and objectives.**
- 8.4 Design a viable solution.**
- 8.5 Implement the solution.**
- 8.6 Evaluate how to maintain and update the solution.**

**Common Course Number:**

**Unit 9: E-Commerce Case Studies and Solutions**

**General Outcome:**

- 9.0 The student will be able to identify decision-makers, key clients, and their E-Commerce goals. Students will identify competitor's products and evaluate the value of an E-Commerce solution for their clients.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 9.1 Identify key clients and evaluate their business goals.**
- 9.2 Identify decision-makers.**
- 9.3 Evaluate project goals.**
- 9.4 Identify purchasing patterns of the target user.**
- 9.5 Determine the value of an E-Commerce solution.**