



# BROWARD COLLEGE COURSE OUTLINE

**LAST REVIEW: 2010-2011**  
*2011-2012*

**NEXT REVIEW: 2015-2016**  
*2015-2016*

**STATUS:**  
*A*

**COURSE TITLE: Management of Electronic Commerce**

**COMMON COURSE NUMBER: MNA1822C MNA 1822C**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**

*(Per 16 week term)*

**CLOCK HOURS:**  
*(Voc. Course ONLY)*

Lecture: **32**      Lab: **32**

Clinic:                      Other:

**PREREQUISITE(S): MNA 1821C**

**COREQUISITE(S): none**

**PRE/COREQUISITE(S):**

**COURSE DESCRIPTION:** This course examines the management functions unique to Internet marketing and sales. Subject areas include infrastructure knowledge; technical requirements; designing security solutions; content management; successful commercial packages; and the globalization of E-Commerce.

## UNIT TITLES

1. Identify the functionality required for an E-Commerce solution
2. Technical requirements for an E-Commerce solution
3. Content management
4. Identification of a successful commerce package
5. Designing security solutions
6. Understanding Mobile Commerce

**Common Course Number: MNA1822C**

## **UNITS**

### **Unit 1**

#### **General Outcome:**

- 1.0 The student will be able to interpret the overall proposed design and requirements necessary to create the envisioned solution.**

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

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

- 1.1 Specify the requirements for the solution.**
- 1.2 Specify the business requirements.**
- 1.3 Specify the logistical requirements.**
- 1.4 Handle intellectual properties.**
- 1.5 Review E-Commerce applications.**
- 1.6 Evaluate E-Commerce applications for specific uses.**

**Common Course Number: MNA1822C**

**Unit 2: Technical Requirements for an E-Commerce Solution**

**General Outcome:**

- 2.0 The student will be able to create technical specifications for the design of the envisioned solution.**

**Specific Measurable Learning Outcomes:**

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

- 2.1 Integrate Functionality with technical requirements.**
- 2.2 Integrate E-Commerce and existing applications.**
- 2.3 Review Determine integration strategies.**
- 2.4 Handle hardware failures.**
- 2.5 Select security technology.**

**Common Course Number: MNA1822C**

**Unit 3: Handling Content**

**General Outcome:**

**3.0 The student will be able to define, develop, and maintain content.**

**Specific Measurable Learning Outcomes:**

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

**3.1 Define content requirements.**

**3.2 Manage content.**

**3.3 Customize applications.**

**3.4 Explain cross and up-selling.**

**3.5 Develop the process for editing content.**

**Common Course Number: MNA1822C**

**Unit 4: Examining Critical Success Factors**

**General Outcome:**

**4.0 The student will be able to identify and develop a successful commerce package.**

**Specific Measurable Learning Outcomes:**

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

**4.1 Identify customer needs.**

**4.2 Determine products and services required.**

**4.3 Set up marketing approach.**

**4.4 Set up customer service approach.**

**4.5 Provide customized service.**

**4.6 Select required content.**

**4.7 Select correct distribution outlets.**

**4.8 Determine appropriate language.**

**Common Course Number: MNA1822C**

**Unit 5: Designing Security Solutions**

**General Outcome:**

- 5.0 The student will be able to understand the threats and solutions with security issues. Students will be able to identify security policies and procedures; encryption, and viruses.**

**Specific Measurable Learning Outcomes:**

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

**5.1 Explain the unique security issues on the Internet.**

**5.2 Determine and manage risk.**

**5.3 Explain port entrance.**

**5.4 Explain e-mail spoofing.**

**5.5 Explain virus intrusion.**

**5.6 Identify policy and procedures.**

**5.7 Explain encryption.**

**5.8 Identify viruses.**

**Unit 6: Understanding Mobile Commerce**

**General Outcome:**

- 6.0 The student will be able to identify the future of M-Commerce and its implications for E-Commerce.**

**Specific Measurable Learning Outcomes:**

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

- 6.1 Explain the impact of wireless communication.**
- 6.2 Identify what is available now and what will be available in the future.**
- 6.3 Explain wireless portals.**
- 6.4 Identify providers.**