

COMMON COURSE NUMBER: MNA 2823C

COURSE TITLE: E-Commerce Case Studies

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 32

Lab 32

Other 0

Contact Hours/Week 4

CATALOG COURSE DESCRIPTION:

Prerequisite: MNA 1822C, and CGS 1557C

Co requisite: None

Students will develop an E-Business firm and build a site for that business, and compare businesses in various industries. They will learn how an E-Business compares to and contrasts from a land-based business with a hands-on approach.

UNIT TITLES:

1. Product identification
2. Vision statement and goals
3. Target market identification and cyber-branding
4. Web design
5. E-Commerce fulfillment and solutions
6. E-Advertising
7. E-Accounting
8. E-Customer Service

I. Course Overview:

Upon successful completion of this course, the students should be able to develop an E-Business firm with a hands-on approach.

II. Units:

Unit 1. 1. Product Identification

General Outcome:

1.0 The students should be able to identify a product or service that has potential for internet sales.

Specific Learning Outcomes:

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

1.1 Research current products and services.

1.2 Establish relevant criteria.

1.3 Develop survey.

1.4 Administer the survey on the net.

1.5 Compile data.

1.6 Make final decision.

Unit 2. 2. Vision Statement and Goals

General Outcome:

2.0 The students should be able to develop a vision statement and goals for the firm.

Specific Learning Outcomes:

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

- 2.1 Explain the importance of vision statements.
- 2.2 Develop a vision statement.
- 2.3 Establish short-term goals.
- 2.4 Establish long-term goals.

Unit 3. 3. Target Market Identification and Cyber-Branding

General Outcome:

3.0 The students should be able to identify a realistic target market and cyber-brand.

Specific Learning Outcomes:

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

- 3.1 Research customer's base.
- 3.2 Establish a brand name on the net.
- 3.3 Develop realistic sales goals.
- 3.4 Develop quality and reliability goals.
- 3.5 Analyze the competition.

Unit 4. 4. Web Design

General Outcome:

4.0 The students should be able to design a web site for the firm.

Specific Learning Outcomes:

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

- 4.1 Focus on speed.
- 4.2 Develop a consistent site design.
- 4.3 Develop an effective link design.
- 4.4 Develop a reliable design and a clean, consistent site.
- 4.5 Design a site that reflects company image.
- 4.6 Design an easy access site.

Unit 5. 5. E-Commerce Fulfillment and Solutions

General Outcome:

5.0 The students should be able to identify technical and logistical requirements.

Specific Learning Outcomes:

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

- 5.1 Specify technical and logistical requirements.
- 5.2 Protect intellectual property rights.
- 5.3 Relate functionality to technical requirement needs.
- 5.4 Design a security for solution.
- 5.5 Document technical requirements.
- 5.6 Develop technical infrastructure.

Unit 6. 6. E-Advertising

General Outcome:

6.0 The students should be able to develop an effective advertising campaign.

Specific Learning Outcomes:

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

6.1 Develop new ideas.

6.2 Develop a media planning, buying, and campaign strategy.

6.3 Develop a site and banner design.

6.4 Develop e-mail marketing and off-line promotion.

6.5 Complete web site promotion and design.

Unit 7. 7. E-Accounting

General Outcome:

7.0 The students should be able to develop an effective payment system.

Specific Learning Outcomes:

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

- 7.1 Develop a micropayment system.
- 7.2 Develop a smart card system.
- 7.3 Develop an electronic billing system.
- 7.4 Develop an electronic wallet.
- 7.5 Develop a merchant register.
- 7.6 Develop an internet payment system.
- 7.7 Implement credit card verification.

Unit 8. 8. E-Customer Service

General Outcome:

8.0 The students should be able to implement a customer service program.

Specific Learning Outcomes:

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

8.1 Develop a proactive notification procedure.

8.2 Develop troubleshooting tools.

8.3 Develop support guidelines.

8.4 Develop on-line forms.