



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: MNA 2824C

COURSE TITLE: E-Commerce Practicum

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 16

Lab 0

Other 240

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite: MNA 2823 C

Co requisite: None

An internship with a corporation, non-profit or governmental agency allowing the student to gain professional experience that will help integrate the theory and practice of information systems. Internships must be approved by the department chair or another appointed designee.

UNIT TITLES:

1. Web development
2. On-line marketing, on-line sales, on-line customer service
3. Merchandising and order processing
4. Supply chain management
5. Payment systems
6. Commerce package development
7. Security threats and solutions

I. Course Overview:

Upon successful completion of this course, the students should be able to assist business of agency in the development of a new web site or the maintenance of an existing site.

II. Units:

Unit 1. 1. Web Development

General Outcome:

- 1.0 The students should be able to assist in the development and/or maintenance of an effective and efficient web site.

Specific Learning Outcomes:

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

- 1.1 Revisit vision statement and goals.
- 1.2 Develop and maintain a web site that adheres to the goals of cost effective sales.
- 1.3 Adhere to the goal of ease of use.
- 1.4 Adhere to the goals of customer satisfaction.
- 1.5 Adhere to the goals of retention and loyalty.



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Unit 2. 2. On-line Marketing, Sales, and Customer Service

General Outcome:

2.0 The students should be able to assist a business or an agency in specific tasks related to marketing, sales, and customer service.

Specific Learning Outcomes:

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

- 2.1 Understand the market that the firm or agency is identifying.
- 2.2 Understand competitor's marketing campaigns.
- 2.3 Develop a plan of action.
- 2.4 Interact with customers on-line.
- 2.5 Develop a relationship with customers.
- 2.6 Use e-mail effectively.

Unit 3. 3. Merchandising and Order Processing

General Outcome:

3.0 The students should be able to assist in identifying e-fulfillment solutions.

Specific Learning Outcomes:

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

3.1 Assist in the development or maintenance of the store front.

3.2 Assist in order tracking.

3.3 Assist in content management.

3.4 Assist in content management.

3.5 Assist in networked architecture.



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Unit 4. 4. Supply Chain Management

General Outcome:

4.0 The students should be able to assist in the development and management of the e-supply chain by optimizing relationships and streamlining information throughout the supply chain.

Specific Learning Outcomes:

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

- 4.1 Respond to supply and demand fluctuations.
- 4.2 Effectively minimize inventory.
- 4.3 Identify reliable delivery sources.
- 4.4 Assist in the transportation network.
- 4.5 Facilitate the real-time exchange of communication.

Unit 5. 5. Payment Systems

General Outcome:

5.0 The students should be able to assist in the development and/or maintenance of payment systems.

Specific Learning Outcomes:

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

- 5.1 Demonstrate knowledge of various categories of electronic payment systems.
- 5.2 Plan the selection of payment system' components.
- 5.3 Apply the plan.
- 5.4 Know the actual cost of a transaction.
- 5.5 Set up credit card verification.
- 5.6 Develop and maintain protocols to ensure on-line security.



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Unit 6. 6. Commerce Package Development

General Outcome:

6.0 The students should be able to assist in the development and/or maintenance of a commerce package.

Specific Learning Outcomes:

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

- 6.1 Determine the firm's and customer needs.
- 6.2 Evaluate the vendor selection process.
- 6.3 Understand the customer base.

Unit 7. 7. Security Threats and Solutions

General Outcome:

7.0 The students should be able to evaluate security threats and develop appropriate solutions.

Specific Learning Outcomes:

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

- 7.1 Identify network threats.
- 7.2 Understand security policies and procedures.
- 7.3 Understand managing skills.
- 7.4 Assist in authentication procedures.
- 7.5 Assist in access management.
- 7.6 Identify privacy issues.