

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: **ELECTRONIC COMMERCE**

CODE NO. : **MMW201**

SEMESTER: W2001

PROGRAM: **MULTI MEDIA/WEB DESIGN**

AUTHOR: **SUSAN BOSTON**

DATE: Dec/00 **PREVIOUS OUTLINE DATED:** N/A

APPROVED:

DEAN

DATE

TOTAL CREDITS: 4 (60 credit hours)

PREREQUISITE(S):

HOURS/WEEK: 2 hours theory, 2 hours lab/15 weeks

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For additional information, please contact Kitty DeRosario, Dean, School of
Trades & Technology, (705) 759-2554, Ext. 642*

I. COURSE DESCRIPTION:

This course will give students an overview of the emergence of e-commerce/ e-business and its impact on the business world. Students will gain an understanding of the fundamentals of the technology required, the legal issues, the marketing strategies, as well as the future impact of e-business. Students will gain practical experience in e-business by developing their own online store.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**A. Learning Outcomes:**

1. Discuss how e-commerce and e-business emerged, its applications and impact on the business world.
2. Discuss the technology behind e-business.
3. Discuss the legal issues of e-business.
4. Develop marketing strategies for web based businesses.
5. Develop an online store.
6. Discuss the impact of e-business for the future.

B. Learning Outcomes and Elements of Performance:

Upon successful completion of this course the student will demonstrate the ability to:

1. **Discuss how e-commerce and e-business emerged, its applications and impact on the business world.**

Elements of Performance:

1. Define e-commerce and e-business and explain the difference.
2. Discuss the types of e-business categories.
3. Analyze the steps that existing businesses need to consider before taking their business online.

This learning outcome will constitute approximately 20% of the course.

2. Discuss the technology behind e-businesses.**Elements of Performance:**

1. Give an overview of how the technology of the Internet works as it relates to e-business.
2. Define the types of encryption and their levels of security.

This learning outcome constitutes approximately 10% of the course.

3. Discuss the legal issues of e-business.**Elements of the Performance:**

1. Define and discuss the legal issues that are unique to doing business over the Internet for example domain name battles, online disclaimers, content liability, intellectual property, exporting, digital signatures, dark sites.

This learning outcome constitutes approximately 10% of the course.

4. Develop marketing strategies for web based businesses.**Elements of the Performance:**

1. Give an overview of the techniques used by businesses to attract customers to their websites.
2. Identify the elements of design for e-commerce websites and be able to identify well designed and poorly designed sites.

This learning outcome constitutes approximately 20% of the course.

5. Develop an online store.**Elements of the Performance:**

1. Identify the steps to consider when designing an online store.
2. Develop a business outline for an online store.
3. Employ appropriate software to design an online store.
4. Develop a marketing plan to promote the online store.

This learning outcome constitutes approximately 30% of the course.

6. Discuss the impact of e-business for the future.

Elements of the Performance:

1. Discuss the societal impact of e-business and future of e-business.
2. Describe the next generation of the Internet.

This learning outcome constitutes approximately 10% of the course.

III TOPICS TO BE COVERED:

1. Issues and challenges for a successful e-business/e-commerce site.
2. Choosing an Internet service provider.
3. Methods of taking money over the Internet.
4. How to choose and register a domain name.
5. How to critique an e-business/e-commerce site.
6. Identifying local e-businesses and what can be learned from them.
7. Developing an online store.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

TEXT BOOK:

- "The E-business (R)evolution" by Daniel Amor, Hewlett Packard® Professional Books, Prentice Hall PTR, 2000
- Notes and resources provided by instructor
- Internet based resources

V. EVALUATION PROCESS/GRADING SYSTEM:

2 Written Tests	50%
Project	25%
Lab Assignments	25%

(The percentages shown above may vary slightly if circumstances warrant.)

GRADING SYSTEM

A+	90- 100%
A	80- 89%
B	70-79%

C		60-69%
R	Repeat	Less than 60%
X	Incomplete	

UPGRADING OF INCOMPLETES

When a student's course work is incomplete or final grade is below 60%, there is the possibility of upgrading to a pass when a student meets the following criteria:

1. The student's attendance has been satisfactory.
2. An overall average of at least 50% has been achieved.
3. The student has not had a failing grade in any of the theory tests taken.
4. The student has made reasonable efforts to participate in class and complete assignments.

The nature of the upgrading requirements will be determined by the instructor and may involve one or more of the following: completion of existing or additional assignments, re-testing on individual parts of the course or a comprehensive test on the entire course.

ATTENDANCE

Absenteeism will affect a student's ability to succeed in this course. Absences due to medical or other unavoidable circumstances should be discussed with the instructor.

VI SPECIAL NOTES:

- **Special Needs**

Students with special needs (e.g. physical limitations, visual or hearing impairments, or learning disabilities) are encouraged to discuss any required accommodations confidentially with the instructor and/or contact the Special Needs Office so that support services can be arranged.

- **Retention of Course Outlines**

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

- **Course Modifications**

Your instructor reserves the right to make reasonable modifications to the course as deemed necessary to meet the needs of students or to take advantage of new or different learning opportunities.

VII PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced standing in the course should consult the instructor. This course is not eligible for challenge at the present time.