

COURSE OUTLINE

CMSY-144

Introduction to Electronic Commerce

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This course is a continuation of CMSY-139, Doing Business on the Internet, and explores basic differences between traditional and web-based commerce, and how to build and manage an online community. Students will build an online business plan and then market their online community, making decisions about delivering content and choosing tools, promoting products, and evaluating web analysis tools. Prerequisite: CMSY-126 and CMSY-139 or CMSY-129. (3 hours weekly)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Examine basic business concepts as they relate to doing business online.
2. Define what ecommerce is and describe how it builds on the traditional commerce transaction.
3. Understand the scope of ecommerce and how it relates to business processes for both consumers and business-to-business enterprises.
4. Evaluate case histories and online business models.
5. Compare inventory tracking systems (databases).
6. Describe a web design strategy, including copywriting, item descriptions and illustration preparation for the web.
7. Perform general site maintenance: order fulfillment, update content, respond to email.
8. Compare hosting sites vs. setting up and maintaining secure server on site.
9. Formalize a strategy for setting up an online sales enterprise.

Major Topics

1. ***Defining ecommerce and its role on the internet***
 - Infrastructure, Applications, Intermediary, and Commerce layers
 - Basics of connecting to the internet and using hosting sites
 - General security considerations
 - Consumer payment protocols
 - Business-to-business (B2B) network infrastructures, value-added networks, high speed connections, EDI standards, intranet architecture and applications
2. ***Analyzing case histories and successful online business models***
 - May include Amazon.com, Eddie Bauer, Jacuzzi, The Gap, Hothothot, Dean and Deluca, 800 Flowers, E-toys, Garden.com, Cars.com, and others)

3. ***Planning an online store***
 - Web user demographics, trends unique to online shopping, understanding detriments, choosing secure transaction system, comparing database options, analyzing hosting sites vs. setting up in-house secure transaction server
 - Electronic payment system
 - Characteristics of good web sites
4. ***Launching an online store***
 - Domain names, hiring developers vs. do-it-yourself, store building services, designing website, preparing content and illustrations
5. ***Marketing and promoting an online store***
 - Search engine placement, links, bounty programs, online malls, promotion, advertising, banner ads, log files
 - Sales strategies
6. ***Order Fulfillment***
 - Invoicing, organizing your site's back end, periodic maintenance, online customer service, privacy, and competition
7. ***Formalizing a business plan for online store start-up***
 - Describing a plan to include start up costs, market analysis, security system database system, hosting site or in-house secure system, website design and construction, content management, marketing and promotion plan, order fulfillment strategy, and plan for ongoing site maintenance

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include:

Quizzes and written projects, including:

- Formalized business plan for start-up online store
- Formalized marketing plan for promoting the site
- Database analysis and plan for inventory management

Other Course Information

To be successful in this course, students must spend a significant amount of time on coursework outside of class.