

COURSE OUTLINE

CMSY-146 Building an Online Store 3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This course will demonstrate how to organize inventory, display it on web pages, and use the common shopping cart metaphor to sell products online. Students taking this course should be familiar with the internet, have some exposure to electronic shopping, and be willing to learn the basics of HTML page design. Students will apply skills learned in CMSY-144 to develop a basic electronic commerce web site for a fictitious company. Prerequisite: CMSY-139 and CMSY-144. (3 hours weekly)

Overall Course Objectives

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

1. Understand challenges, opportunities, and risks of online retailing.
2. Compare successful online business models.
3. Identify web demographics and why people shop on the web.
4. Understand tasks involved in starting a web business, including choosing domain names, selecting necessary web software, setting up a merchant account, and knowing options for stocking a store.
5. Develop a basic business plan for an online store.
6. Plan a promotional strategy for their site.
7. Set up a sample ecommerce site.

Major Topics

1. Basics of selling online
2. Deciding what to sell
3. Start up costs
4. Stocking your store
5. Templates for store design
6. Creating content
7. Inventory databases
8. Promoting your store
9. Selling and shipping
10. Payment acceptance and processing
11. Maintaining your store
12. Online customer service
13. Setting up a sample ecommerce site

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include: quizzes and written proposals including a business plan, a marketing plan, and a sample ecommerce site.

Other Course Information

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