

Palomar College
BUS 157 – ECOMMERCE

Spring 2002 – January 22 – May 24

Class Meets: Wednesday 7-9:50pm Room B-25

Instructor: Rosalie DeMarco, M.S. Ed.
Phone: 619-778-2183

Website: <http://www.rohan.sdsu.edu/~demarcor>
E-mail: rdemarco@palomar.edu

OBJECTIVE:

This course is designed to learn the basics of E-Commerce and E-business in today's business market. Upon completion of this course students will be able to:

1. explain and communicate fully the reasons a company would desire to be involved in e-commerce;
2. identify the technological and business infrastructure that makes e-commerce possible;
3. draw valid conclusions regarding the marketing issues involved in conducting e-commerce;
4. develop strategies implementing e-commerce technologies to exploit business opportunities;
5. evaluate the security and risk factors inherent in e-commerce.
6. examine the fundamental factors that produce an attractive web site for e-commerce customers;
7. determine the legal issues associated with e-commerce;
8. identify and articulate key management issues that arise in the development and implementation of e-commerce strategies; and
9. analyze new developments (current trends and approaching obstacles) that may drive future e-commerce initiatives.

TEXTBOOKS:

1. E-Commerce Concepts by Carol M. Cram - ISBN# 0-619-01818-6
2. Building an ebusiness From the Ground Up by Elizabeth Eisner Reding – ISBN# 0-07-2426365

LECTURES:

Lectures will be based on the topic of the next assignments due. There will be in class time for all assigned work. Remember the B-22 lab is also available for individuals to work, but not for groups. The lab hours are Monday-Thursday 8 am – 9 pm and Friday 8 am – 3 pm.

ASSIGNMENTS:

1. You must sign-on to the Blackboard site <http://pconline.palomar.edu> and update your email address in the Tools section of Blackboard. All your handouts and updates will be posted here. Your student number will be your user and password codes to sign-on.
2. Whenever an exercise requires you to print, you simply save and submit it in the “Digital Drop Box” found in Tools.
3. **Review Questions – Up To Date – Visual Workshop – Milestones:** should all be answered in a word document. See Assignment worksheet template and download for your assignments.
4. **Explore Further:** Instead of the assignment requirement of several papers, respond in a paragraph for each.
5. **Steps & Independent Challenges** – You will find these necessary documents in the Course Documents of Blackboard. Complete and submit these through the Digital Drop Box in Blackboard. Be sure to label the document according to the assignment: *Unit A - Independent Challenge 1*.
6. **Quiz & Final Exam** – These are taking on Blackboard. You complete the quiz by answering the questions and when you submit your answers, Blackboard will score it and give you the results. You may use your textbooks.
7. **Your Turn** – Apply these to your Team Project.

8. **Team Project** – You will be assigned to groups in class to work on a existing, or E-Commerce business you are interested in starting. When this project is complete, you will present it to the class. Those groups that are interested in submitting their projects to

You will need to include:

- a. A business plan (using the Business PlanPro CD, one will be assigned to each group)
- b. Develop a Marketing plan
- c. Website – You may use authoring tools found on the web, FrontPage, Microsoft Publisher, etc.. The site will need to be posted on a website of your choosing. You may use sites afforded to you by your email provider or using free sites such as www.tripod.com.
- d. Two copies are to be submitted with diskettes. You will receive one copy returned with a grade and one will be kept on file for my records. You must also make sure that each member of the team has a copy of the report and a diskette.
- e. Goals
- f. Bibliography
- g. Footnotes
- h. Table of Contents
- i. Title Page
- j. Header: Project/Team Names
- k. Footer: Page# and date of last revision

ASSIGNMENT SCHEDULE

Due Dates	Unit	Pages	Assignment	Points Value	Earned
Due Jan 26 Week 1	A	1-30	Read Unit		
Understanding E-Commerce Basics		18	Steps 1-8	5	
		25	Explore Further	20	
		26	Review Questions	5	
		27-28	Independent Challenge 2	10	
		29	Up To Date	5	
		30	Visual Workshop	5	
		Extra Credit	Independent Challenge 3	5	
Due – February 9 Weeks 2 & 3	B	31-58	Read Unit	0	
E-Commerce Options		53	Explore Further	20	
		54	Review Questions	5	
		55	Independent Challenge 2	10	
		57	Up to Date	5	
		58	Visual workshop	5	
		Extra Credit	Independent Challenge 4	5	
Quiz	1		Online – Units A & B	25	
Due – February 23 Weeks 4 & 5	C	59-86	Read Unit		
Exploring Marketing Issues		66	Steps 1-7	5	
		74	Steps 1-5	5	
		76	Steps 1-5	5	
		79	Explore Further	20	
		80	Review Questions	5	
		81	Independent Challenge 3	10	
		84	Up to Date	5	
		86	Visual Workshop	5	
		Extra Credit	Independent Challenge 4	5	
Building an E-Business Getting Started on the Web	1	24	Milestones	10	
		24	Your Turn	10	
Due March 9 Weeks 6-7	D	87-114	Read Unit		
Planning and Development		96	Steps 1-7	5	
		98	Steps 1-7	5	
		100	Steps 1-7	5	
		109	Explore Further	20	
		110	Review Questions	5	
		111	Independent Challenge 2	10	
		113	Up to Date	5	
		114	Visual Workshop	5	
		Extra Credit	Independent Challenge 3	5	
Building an E-Business Creating a Business Plan	2	44	Milestones	10	
		44	Your Turn	10	
		Biz Plan CD	Team Project	25 Team Project	
Quiz	2		Unit C & D & Chapter 2	25	

Due March 23 Weeks 8-9	E	115-142	Read Unit		
E-Commerce Components		118	Steps 1-5	5	
		137	Explore Further	20	
		138	Review Questions	5	
		139	Independent Challenge 2	10	
		140-141	Up to Date	5	
		142	Visual Workshop	5	
		Extra Credit	Independent Challenge 3	5	
Building an E-Business Developing a Marketing Plan	3	65	Milestones	10	
		65	Your Turn – Team Assignment	10	
Due April 6 Weeks 10-11	F	143-172	Read Unit	0	
Payment Processing		150	Steps 1-7	5	
		156	Steps 1-7	5	
		167	Explore Further	20	
		168	Review Questions	5	
		169	Independent Challenge 2	10	
		170	Up to Date	5	
		171	Visual Workshop	5	
	Extra Credit	Independent Challenge 3	5		
Building an E-Business Designing a Web Page	4	84	Milestones	10	
		84	Your Turn	10	
Building an E-Business Creating a Website	5	104	Milestones	10	
		105	Your Turn	10	
Quiz	3		Units E & F and Chapters 3-5	25	
Due April 20 Weeks 12-13		173-205	Read Unit		
Security Issues	G	192	Steps 1-6	5	
		194	Steps 1-7	5	
		199	Explore Further	20	
		200	Review Questions	5	
		201	Independent Challenge 2	5	
		204	Up to Date	5	
		205	Visual Workshop	5	
Extra Credit	Independent Challenge 3	5			
Building an E-Business Enhancing a Web Page	6	125	Milestones	10	
		125	Your Turn	10	
Building an E-Business Creating Advanced Web Pages	7	142	Milestones	10	
		142	Your Turn	10	
Due April 27 Week 14	H	207-230	Read Unit	0	
Customer Service		212	Steps 1-8	5	
		218	Steps 1-6	5	
		222	Steps 1-5	5	
		225	Explore Further	20	
		226	Review Questions	5	
		227	Independent Challenge 2	10	
		229	Up to Date	5	
		230	Visual Workshop	5	
	Extra Credit	Independent Challenge 3	5		
Building an E-Business	8	157	Milestones	10	

Running an eBusiness		158	Your Turn	10	
-----------------------------	--	------------	------------------	-----------	--

May 11 Week 15			Final Team Projects Due	75	
			Team Presentations	50	
			Survey on Blackboard Due		
May 18 Week 15			Final Exam Units G & H Chapters 6 – 8	25	

756-840	90-100	A
722-755	86-89	B+
697-721	83-85	B
672-698	80-82	B-
638-671	76-79	C+
613-637	73-75	C
588-612	70-72	C-
554-587	66-69	D+
529-553	63-65	D
504-528	60-62	D-
0-503	0-59	F