CIS 250   E-Commerce

I. **CIS 250 E-Commerce – 3 Semester Hours**

II. **Course Description**

   This course is an introduction to e-commerce. Topics include in marketing, building an electronic commerce store, security, and electronic payment systems. Upon completion the student will be able to build an e-commerce presence.

III. **Prerequisite**

CIS 130 and Web related computer experience

IV. **Textbook**

Textbook: Electronic Commerce, 10th Ed. 2013
Publisher: Course Technology
Author: Schneider, Gary

V. **Course Objectives**

   A. The student will acquire knowledge of how businesses sell products and services on the Web.
   B. The student will understand electronic software functions.
   C. The student will acquire knowledge about Web promotion techniques.
   D. The student will acquire knowledge of business-to-business electronic commerce.

VI. **Course Outline of Topics**

   A. The student will acquire knowledge of how businesses sell products and services on the Web.
      1. The student will be able to list and describe the various costs of building an online store.
      2. The student will be able to describe transaction processing and the use of a merchant account.
      3. The student will be able to list and discuss the various design elements of the user interface.
      4. The student will be able to identify and reach customers on the Web by viewing marketing approaches that work on the Web.
   B. The student will understand electronic software functions.
      1. The student will examine features of the Internet and the World Wide Web that make electronic commerce possible.
      2. The student will be able to list and discuss various electronic software functions such as catalog, shopping cart, transaction processing, and automated fulfillment system.
      3. The student will be able to describe the client/service infrastructure that supports electronic commerce on the Web.
   C. The student will acquire knowledge about Web promotion techniques.
      1. The student will be able to promote an e-commerce store by using advertisements, banner exchange programs, and search engines.
      2. The student will be able to list and describe the needs of Web site visitors and develop a permission marketing strategy.
      3. The student will be able to list and describe elements of branding and learn to create an effective Web presence as well as learn strategies for obtaining the appropriate URL.
      4. The student will be able to list and describe Web portal strategies and create accurate keywords in META tags to increase Web page ranking.

D. The student will acquire knowledge of business-to-business electronic commerce.
    1. The student will be able to analyze value chains to identify electronic commerce opportunities.
    2. The student will be able to identify purchasing, logistic, and business support activities on the Web.
    3. The student will be able to list and discuss ways to reduce transaction costs.

VII. **Evaluation and Assessment**

Evaluation and assessment will be determined by the instructor and specified on the instructor's class syllabus. Grades will be based upon following scale: A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VIII. **Attendance**

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

IX. **Statement on Discrimination/Harassment**

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

X. **Americans with Disabilities**

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College. The ADA Accommodations Office is in FSC 305 (205-856-7731).