

**JEFFERSON COLLEGE**  
**COURSE SYLLABUS**

**CIS285**  
**E-COMMERCE CONCEPTS**

3 Credit Hours

Prepared by  
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October 16, 2008

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Aug. 14, 2015

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## CIS285 E-Commerce Concepts

### I. CATALOGUE DESCRIPTION

- A. Pre-requisites
  - 1. Reading Proficiency
  - 2. CIS165 Programming for the Web, with a Grade of “C” or better
- B. 3 Credit Hours
- C. E-Commerce Concepts explores the concepts, methods, and technologies of conducting electronic business. Issues covered include marketing, planning, design, development, and maintenance of the site, as well as payment processing, security, and customer service. (S)

### II. EXPECTED LEARNING OUTCOMES/CORRESPONDING ASSESSMENT MEASURES

Analyze and calculate transaction costs in a specialized product and process environment	Homework and/or In-Class Projects/Worksheets
Design/create intranets and extranets and explain related connectivity issues and hierarchies	Quizzes and/or In-Class Projects/Worksheets
Develop marketing and selling programs for effective web presence including varied advertising	In-Class Exam, Homework and/or In-Class Projects/Worksheets
Create and modify business strategies/logistics for online auctions and virtual communities	In-Class Exam, Homework and/or In-Class Projects/Worksheets
Develop architecture for the five main types of websites and measure hardware performance and utility programs	In-Class Exam, Homework and/or In-Class Projects/Worksheets
Evaluate and analyze shopping cart and catalog technology and develop asset risk channels	Homework and/or In-Class Projects/Worksheets
Design/create payment systems that link objectives to strategies and evaluate project management and implementations	In-Class Exam, Homework

### III. OUTLINE OF TOPICS

- A. Introduction and Technology Infrastructure
  - 1. Transaction costs and value chains
  - 2. Product/process suitability
  - 3. Markets and hierarchies
  - 4. Protocols and connectivity
  - 5. Intranets and Extranets
  
- B. Selling and Marketing on the Web
  - 1. Revenue models
  - 2. Effective web presence
  - 3. Website usability
  - 4. Market segmentation
  - 5. Advertising and branding
  
- C. Business Strategies and Online Auctions
  - 1. Purchasing and logistics
  - 2. Electronic data interchange
  - 3. Reverse and specialty auctions
  - 4. Virtual communities and related services
  
- D. Web Server Hardware and Software
  - 1. Types of websites/architecture
  - 2. Software for web servers
  - 3. Internet utility programs
  - 4. Hardware performance evaluation
  
- E. E-Commerce Software and Security
  - 1. Shopping cart and catalog display
  - 2. Integration with databases and middleware
  - 3. Enterprise-class supply chain
  - 4. Managing risk and classifications
  - 5. Communication channel security

- F. Payment Systems and Planning
  - 1. Electronic cash and payment cards
  - 2. Internet technology and the banking industry
  - 3. Linking objectives to strategies
  - 4. Internal development v. outsourcing
  - 5. Project management and implementation

IV. METHOD(S) OF INSTRUCTION

- A. Lectures
- B. Hands-On Practice Applications
- C. Discussion

V. REQUIRED TEXTBOOK(S)

Gary Schneider, *Electronic Commerce*, Course Technology, (current edition)

VI. REQUIRED MATERIALS

Jump Drive

VII. SUPPLEMENTAL REFERENCES

Online resources (including student files) and other reference material

VIII. METHOD OF EVALUATION

- A. Examinations 50%
- B. Assignments/Homework 40%
- C. Quizzes 10%

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Technology Center 101; phone 636-481-3169).

## X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website, <http://www.jeffco.edu>).

## XI. ATTENDANCE STATEMENT

Regular and punctual attendance is expected of all students. Any one of these four options may result in the student being removed from the class and an administrative withdrawal being processed: (1) Student fails to begin class; (2) Student ceases participation for at least two consecutive weeks; (3) Student misses 15 percent or more of the coursework; and/or (4) Student misses 15 percent or more of the course as defined by the instructor. Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.

## XII. OUTSIDE OF CLASS ACADEMICALLY RELATED ACTIVITIES

The U.S. Department of Education mandates that students be made aware of expectations regarding coursework to be completed outside the classroom. Students are expected to spend substantial time outside of class meetings engaging in academically related activities such as reading, studying, and completing assignments. Specifically, time spent on academically related activities outside of class combined with time spent in class meetings is expected to be a minimum of 37.5 hours over the duration of the term for each credit hour.