BUS 255 Introduction to Electronic Commerce

Course Master Syllabus

Course Information

Catalog Description: This course examines how electronic commerce technologies and applications impact various types of business processes and organizations.

Prerequisite(s): BUS 120 – Business Organization & Management

Corequisite(s): None

Credits: 3

Hours: 3

Required Text(s): *Electronic Commerce* by Gary Schneider

Supplemental Materials:

Instructor Information

Instructor's Name:

Contact Information:

Office Hours:

Program Goals

1. Apply fundamental principles of management, marketing, accounting, finance, and operations to solve business challenges in diverse industries.
2. Analyze complex business situations, interpret data, and develop strategic solutions using evidence-based decision-making.
3. Demonstrate professional written and oral communication skills tailored to diverse business contexts and audiences.
4. Apply ethical principles, corporate social responsibility, and legal frameworks in business decision-making.

5. Leverage business technologies, information systems, and quantitative methods to enhance decision-making and operational efficiency.
6. Assess and respond to the challenges and opportunities of global business environments, including cultural, economic, and regulatory factors.

Class Core Competencies

The following core competencies are embedded in this curriculum:

- Communicate effectively in both speech and writing.
- Use computer systems or other appropriate forms of technology to achieve educational and personal goals.
- Use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
- Understand the importance of a global perspective and culturally diverse peoples.
- Understand ethical issues and situations.
- Address an information need by locating, evaluating, and effectively using information.

Class Learning Assessment

Student Learning Outcomes	Suggested Means of Assessment
Define electronic commerce and understand the forces driving it as an industry	Quizzes, narrative essays, marketing plan, exams
Identify the key components of e-commerce business model	Quizzes, narrative essays, marketing plan, exams
Discuss the origin of, and the key technology concepts behind the Internet	Quizzes, narrative essays, marketing plan, exams
Identify the key security threats in the e-commerce environment	Quizzes, narrative essays, marketing plan, exams
Identify and describe digital commerce marketing and advertising strategies	Quizzes, narrative essays, marketing plan, exams
Explain the social marketing process from fan acquisition to sales and the	Quizzes, narrative essays, marketing plan, exams

Student Learning Outcomes	Suggested Means of Assessment
marketing capabilities of social marketing platforms	
Explain why e-commerce raises ethical, social, and political issues	Quizzes, narrative essays, marketing plan, exams
Describe the different types of social networks and online communities and their business models	Quizzes, narrative essays, marketing plan, exams

Grading System

Letter Grade	Percentage Range
A	90 to 100 percent
B Plus (B+)	87 to 89.9 percent
B	80 to 86.9 percent
C Plus (C+)	77 to 79.9 percent
C	70 to 76.9 percent
D	60 to 69.9 percent
F	Below 60 percent

College Information

Disability Services
Disability Services Webpage

Statement and Policy on Cheating, Plagiarism, and Academic Conduct
Academic Conduct Policy (Policy 304) [PDF]

Students are required to perform all the work specified by the instructor and are responsible for the content and integrity of all academic work submitted. A violation of academic integrity will occur if a student: (1) knowingly represents work of others as one's own, (2) uses or obtains unauthorized assistance in any academic work, (3) gives fraudulent assistance to another student, or (4) furnishes false information or other misuse of college documents.

Unauthorized use of Artificial Intelligence (AI) is prohibited unless the instructor explicitly permits it in the syllabus or assignments. If tools such as ChatGPT are permitted by an instructor to be used for an assignment, they should be used with caution and with proper citation. In all such cases, you may only use the specific tools identified as

acceptable and you must adhere to the College's standards for attribution, validation, and transparency.

In cases of suspected violation of academic integrity, the incident is to be reported to the Office of Academics. A student found guilty of violating the rule of academic integrity by the Vice President of Academics will be considered to have failed in personal obligation to the College; such failure will be subject to disciplinary action by the College. Unless otherwise notified, the instructor will allow students who are pending disciplinary action to attend class.

Tutoring and Testing at the Instructional Support Center (ISC)

- Instructional Support Center (ISC) Webpage

WCCC Library Services

- WCCC Library Website

Citation Styles and Formatting

Work submitted for any Warren County Community College course must conform to the required formatting and citation style that are specified by the instructor. The Library and Instructional Support Center can assist students with formatting and citations for assignments and papers.

WCCC Attendance Expectations

The College expects students to attend and participate in all classes. This involves sharing discussions and lectures in class, as well as interacting with other students. Grades are based on the quality of work students complete in meeting the requirements for a particular course, as stated in the course syllabus and catalog description. Attendance, among other factors, may be an additional criterion for assigning grades. Students should realize that they are responsible for all class meetings and that work missed because of absences may affect their grades. Attendance in online classes is determined by the completion of assignments/ tests. Students who have not completed any assignments or tests will be considered non-attending and receive an NF grade in online classes.

Class Attendance Expectations

Topical Outline

- Introduction to electronic commerce
- E-commerce business models and concepts
- The internet and world wide web: e-commerce infrastructure
- Building an e-commerce web site
- Online security and payment systems
- E-commerce marketing concepts
- E-commerce marketing communications
- Ethical, social, and political issues in e-commerce
- Online retailing and services
- Online content and media
- Social networks, auctions, and portals

Grading Methods

Assignment	Points/Percentage

Class Itinerary

Week / Unit	Topic	Readings/Assignments

Week / Unit	Topic	Readings/Assignments