



**SCHOOL OF BUSINESS & CREATIVE DESIGN**

**MARKETING AND MANAGEMENT DEPARTMENT**

**Course Outline – Winter 2014**

**Course Code: BUS 6103**

**Course Title: E-COMMERCE**

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*Date:* July 2007

*Revised By:* J. Jaecques

*Date:* January 2014

*Approved By:* Yvonne Clarke, Associate Dean

*Prerequisite:* MKT 1003, MKT 2003

*Corequisite:* None

*Prerequisite for:* None

## 1. Course Description

This course is designed to give senior business students an introduction to electronic commerce. Its aim is to provide students with an understanding of the concepts, components, technology overviews, and functions of electronic commerce in the business environment. The course explores the organizational implications of implementing electronic commerce by an enterprise.

## 2. General Education and Essential Employability Skills

**This course provides the following provincial Essential Employability Skills:**

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

**Is this course approved as a General Education course?**

**No**

**Yes**

Students should refer to their program's restricted General Education courses for final determination.

## 3. Learning Outcomes

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

1. Demonstrate an understanding of what e-commerce is, why businesses use it, and how environmental forces have fostered its growth.
2. Describe the components of an e-commerce infrastructure and be able to use e-commerce terminology appropriately.
3. Explain the various models for generating revenue used by Web businesses today.
4. Describe how companies are using the Web in their marketing strategies to promote their products and services.
5. Explain how companies use electronic commerce to improve supply chain management activities.
6. Describe strategies for implementing the Web for auctions, creating virtual communities, and operating Web portals.
7. Identify common security needs and threats in an e-commerce environment.
8. Explain the major legal and ethical issues affecting e-commerce users.
9. Describe the various payment system alternatives available for e-commerce.
10. Recognize the considerations in planning and implementing an e-commerce initiative.

## 4. Course Objectives

(The number in brackets at the end of each objective refers to the learning outcome from section 3.)

### Unit 1 Introduction to Electronic Commerce

- 1.1 Recognize what e-commerce is and what environmental forces have fostered its growth. [1]
- 1.2 Describe the economic structures in which businesses operate and how electronic commerce fits into those structures. [1]
- 1.3 Use the concept of value chains to analyze the suitability of electronic commerce implementation. [1]

### Unit 2 Technology Infrastructure: the Internet and the World Wide Web

- 2.1 Describe the origin, growth, and current structure of the Internet. [2]
- 2.2 Recognize the operations of Internet protocols and addressing. [2]
- 2.3 Describe the history and use of mark-up languages on the Web, including SGML, HTML, and XML. [2]
- 2.4 Describe the operations of HTML tags and links on the World Wide Web. [2]
- 2.5 Distinguish internets, intranets, and extranets. [2]
- 2.6 Identify various connectivity options and their characteristics. [2]

### Unit 3 Selling on the Web: Revenue Models and Building a Web Presence

- 3.1 Explain various models for generating revenue used by Web businesses, including Web catalogue, digital content, advertising-supported, advertising-subscription mixed, and fee-based models. [3]
- 3.2 Describe the issues that arise on implementation of various revenue models. [3]
- 3.3 Identify the characteristics of effective Web presences that deliver value to visitors. [3]
- 3.4 Understand the nature of communication on the Web. [3]

### Unit 4 Marketing on the Web

- 4.1 Describe how companies are using the Web in their marketing strategies. [4]
- 4.2 Explain how companies generate revenue by selling advertising on their Web sites and distinguish the various types of online ads. [4]
- 4.3 Distinguish traditional customer-seller interactions from technology-enabled customer relationship management. [4]
- 4.4 Explain brand leveraging and viral marketing. [4]
- 4.5 Understand the importance of successful search engine positioning and domain name selection. [4]

<b>Unit 5</b>	<b>Business-to-Business Strategies: From EDI to Electronic Commerce</b>	
5.1	Recognize how companies use electronic commerce to improve their purchasing and logistics primary activities, and all of their support activities, such as finance and administration, human resources, and technology development.	[5]
5.2	Describe what electronic data interchange is and how it works.	[5]
5.3	Describe how businesses have moved some of their EDI operations to the Internet.	[5]
5.4	Explain how businesses are using Internet technologies to improve supply chain management.	[5]
5.5	Identify the different models for B2B electronic commerce and how they contribute to efficiency.	[5]
<b>Unit 6</b>	<b>Online Auctions, Virtual Communities, and Web Portals</b>	
6.1	Describe the origins and key characteristics of the major auction types.	[6]
6.2	Outline the strategies for Web auction sites and auction-related businesses.	[6]
6.3	Explain virtual communities and Web portals.	[6]
<b>Unit 7</b>	<b>Legal, Ethical, and Tax Issues</b>	
7.1	Identify the laws that govern electronic commerce activities, and laws that govern the use of intellectual property by online businesses.	[8]
7.2	Discuss the use of the Internet for online crime, terrorism, and for waging war.	[8]
7.3	Describe the ethical issues that arise for companies conducting electronic commerce.	[8]
7.4	Discuss the key issues relating to customer privacy rights and company data collection and use.	[8]
<b>Unit 8</b>	<b>Web-Based Tools and Electronic Commerce</b>	
8.1	Understand the basics of Web server architecture and the software required for Web servers.	[2]
8.2	Describe the basic Web Site and Internet utility programs that are used by businesses.	[2]
8.3	Describe the considerations in evaluating Web hosting services.	[2]
8.4	Outline the basic and advanced functions of electronic commerce software and factors to consider in their selection.	[2]
<b>Unit 9</b>	<b>Electronic Commerce Security</b>	
9.1	Define computer security and identify its classifications.	[7]
9.2	Distinguish security issues for client computers from those for server computers.	[7]
9.3	Describe the key security considerations for communication channels between computers.	[7]
9.4	Identify encryption solutions that could be implemented.	[7]

## Unit 10 Payment Systems for Electronic Commerce

- 10.1 Outline the basic functions of online payment systems. [9]
- 10.2 Describe the use of payment cards in electronic commerce. [9]
- 10.3 Describe the history and future of electronic cash. [9]
- 10.4 Explain how electronic wallets work. [9]
- 10.5 Discuss the use of stored-value cards (smart cards) in electronic commerce. [9]
- 10.6 Describe the key issues facing the banking industry relating to Internet technologies. [9]

## Unit 11 Planning for Electronic Commerce

- 11.1 Understand and explain the key issues in planning electronic commerce initiatives. [10]
- 11.2 Define the strategies for developing electronic commerce web sites [10]
- 11.3 Illustrate what methods companies use to efficiently administer their electronic commerce projects. [10]

### 5. Resources and Supplies

#### a. Required

Landon, K. & Traver, C. (2014). *E-Commerce 2014*. 10<sup>th</sup> edition. Toronto: Pearson Canada Limited

#### b. Supplemental

1. Trites, G. & Efrim Boritz, J. (2009). *ebusiness: A Canadian Perspective for a Networked World*. 3<sup>rd</sup> Edition. Toronto: Pearson Canada Ltd.
2. Weekly periodicals – Business Week, Forbes, Fortune, Marketing.
3. Government of Ontario Website – e-business periodicals
3. Learners will be referred to various websites for illustrations and applications of the principles covered in the course.

### 6. Methodology

The course will consist of lectures, discussions, and review of assigned cases or current events. Film presentations or guest lectures may be used to illustrate course material. The focus will be on strategic thinking and planning.

### 7. Student Evaluation

A grade of D (50%) is the minimum passing grade for this course. Grades of less than D are not acceptable for credit towards graduation in this course. Late cases and projects will lose a grade for each day late. Students must participate in all cases and projects or a grade of "F" will be assigned. Completion of the project is compulsory.

The following elements will determine the student's final grade:

3 Term tests (20% each)	60%
Group Lab Website Assignment #1	5%
Group Lab Website Assignment #2	5%
Group Lab Website Assignment #3	5%
Group Lab Website Assignment #4	5%
Web Review Assignment	10%
Hybrid Assignments (15, equally weighted)	10%
<b>Total</b>	<b>100%</b>

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

Adequate notice will be given of impending tests and if the learner is not present, the result is recorded as zero. The instructor may make an exception and allow the test to be written at other than the scheduled time provided that:

- a) A medical certificate is presented as proof of the learner's inability to have been present at the scheduled time, or
- b) The instructor has agreed **in advance** that there is justification for the learner not being present at the scheduled time.

Plagiarism is a serious academic offence subject to disciplinary action as described in the Lambton College policy Students' Rights and Responsibilities: Cheating Policy. Plagiarism means representing the work of others as one's own and is an act of academic dishonesty. Plagiarism includes:

- Submitting as one's own work material which was wholly or in part written or produced by someone else
- Failing to give proper credit for information retrieved from print and electronic sources
- Presenting the ideas of others as if the ideas were new and original
- Downloading material from the Internet and presenting this information without giving proper credit

To avoid plagiarism, learn how to incorporate material appropriately in your writing

and provide proper documentation.

## 8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

## 9. Related Items

### ***Students with Disabilities***

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the SSD, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

### ***Student Rights and Responsibility Policy***

*Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.*

*Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.*

### ***Prior Learning Assessment Statement***

*This course is eligible for Prior Learning Assessment*

**Yes**

**No**

*If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.*

### ***Date of Withdrawal without Academic Penalty***

*Please consult the Academic Regulations and Registrar's published dates.*

***Waiver of Responsibility***

*Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.*

*Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.*