



## Course Number and Title: EBZ 220 Fundamentals of E-Commerce

**Campus Location:**

Georgetown, Dover, Wilmington

**Effective Date:**

2018-51

**Prerequisite:**

BUS 101

**Co-Requisites:**

none

**Course Credits and Hours:**

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

**Course Description:**

This course explores electronic commerce concepts, models, and strategies necessary to effectively build and manage e-commerce applications. Students learn how to make better decisions and determine information requirements for development of e-commerce in both traditional and web-based businesses. Topics include risk management, security and privacy issues, electronic data interchange (EDI), e-commerce payment systems, accounting in e-commerce systems, regulatory and legal issues, and web marketing.

**Required Text(s):**

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

**Additional Materials:**

None

**Schedule Type:**

Classroom Course

Online Course

**Disclaimer:**

None

**Core Course Performance Objectives (CCPOs):**

1. Relate technology to business objectives, research, and processes, including new developments, especially the Internet and e-commerce. (CCC 1, 2)
2. Apply basic financial management and managerial accounting functions to facilitate the conduct of e-business strategies, business models, and transactions. (CCC 2, 6)
3. Identify the impact of legal and ethical business decisions when faced with changing technology and regulations. (CCC 4)
4. Describe how technologies, such as EDI and intelligent agents, impact the e-commerce system. (CCC 2, 4)
5. Develop e-commerce business plans that include managing risk and selecting appropriate technology solutions. (CCC 2, 5)
6. Illustrate the necessity of Internet standards as well as identify common Internet protocols and languages. (CCC 2)
7. Identify security threats in electronic commerce, and discuss techniques used to implement security solutions. (CCC 2, 4)
8. Create successful traditional and online marketing strategies to promote products and services, attract and retain customers, and enhance sales. (CCC 2)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

**Measurable Performance Objectives (MPOs):**

Upon completion of this course, the student will:

1. Relate technology to business objectives, research, and processes, including new developments, especially the Internet and e-commerce.
  1. Define *e-commerce*, and describe its categories.
  2. Discuss the content and framework of e-commerce.
  3. Describe some e-commerce business models.
  4. Explain the benefits of e-commerce to organizations, consumers, and society.
  5. Describe the limitations of e-commerce.
  6. Discuss the role of the digital revolution in e-commerce.
  7. Describe the contribution of e-commerce to organizations responding to environmental pressures.

2. Apply basic financial management and managerial accounting functions to facilitate the conduct of e-business strategies, business models, and transactions.
  1. Describe the business-to-business (B2B) field.
  2. Describe the major types of B2B models.
  3. Discuss the characteristics of the sell-side marketplace, including auctions.
  4. Describe the sell-side intermediary models.
  5. Explain the characteristics of the buy-side marketplace and e-procurement.
  6. Explain how reverse auctions work in B2B.
  7. Describe B2B aggregation and group purchasing models.
  8. Discuss the infrastructure and standards requirements for B2B.
  9. Describe web EDI, extensible markup language (XML), and web services.
3. Identify the impact of legal and ethical business decisions when faced with changing technology and regulations.
  1. Define *e-marketplaces*, and list their components.
  2. List the major types of electronic markets, and describe their features.
  3. Describe the types of intermediaries in e-commerce and their roles.
  4. Describe electronic catalogs, shopping carts, and search engines.
  5. Describe the various types of auctions, and list their characteristics.
  6. Discuss the benefits, limitations, and impacts of auctions.
  7. Describe bartering and negotiating online.
  8. Define *m-commerce*, and explain its role as a market mechanism.
  9. Discuss liquidity, quality, and success factors in e-marketplaces.
  10. Describe the economic impact of e-commerce.
  11. Discuss competition in the digital economy.
  12. Describe the impact of e-marketplaces on organizations.
4. Describe how technologies, such as EDI and intelligent agents, impact the e-commerce system.
  1. Define *software agents*.
  2. Describe the role of software agents in e-commerce.
  3. Describe the purpose of mobile agent tools and learning agents.
5. Develop e-commerce business plans that include managing risk and selecting appropriate technology solutions.
  1. Define *e-supply chain*, and describe its characteristics and components.
  2. List supply chain problems and their causes.
  3. List solutions to supply chain problems.
  4. Define *c-commerce*, and list its major types.
  5. Describe collaborative planning and collaboration, planning, forecasting, and replenishing (CPFR), and list their benefits.
  6. Define *intra-business e-commerce*, and describe its major activities.
  7. Discuss integration along the supply chain.
  8. Describe corporate portals and their types and roles.
  9. Describe e-collaboration tools such as workflow and groupware.
6. Illustrate the necessity of Internet standards as well as identify common Internet protocols and languages.
  1. Describe e-government to citizens (G2C) and e-government to business (G2B).
  2. Describe various e-government initiatives.
  3. Discuss online publishing and e-books.
  4. Describe e-learning and virtual universities.
  5. Discuss knowledge management and dissemination.
  6. Describe consumer-to-consumer (C2C) activities.
  7. Describe how peer-to-peer (P2P) technology works in intrabusiness in B2B and C2C.
  8. Describe other e-commerce applications.
  9. Describe protocols, structures, and standards.
  10. Explain bandwidth specifications.
  11. Discuss transport control protocol/internet protocol (TCP/IP) and P2P applications.
7. Identify security threats in electronic commerce, and discuss techniques used to implement security solutions.
  1. Discuss the characteristics and attributes of m-commerce.
  2. Describe the drivers in m-commerce.
  3. Describe the technologies that support m-commerce.
  4. Describe wireless standards and transmission networks.
  5. Discuss m-commerce applications in finance, advertising, and provision of content.
  6. Describe the applications of m-commerce within organizations.
  7. Explain B2B and supply chain applications of m-commerce.
  8. Describe consumer and personal applications of m-commerce.
  9. Describe some non-Internet, m-commerce applications.
  10. Describe some location-based commerce.
  11. Discuss the key characteristics and current uses of pervasive computing.
  12. Describe the major inhibitors and barriers of m-commerce.
8. Create successful traditional and online marketing strategies to promote products and services, attract and retain customers, and enhance sales.
  1. Describe electronic retailing (e-tailing) and its characteristics.
  2. Define and describe the primary business models of e-tailing.

3. Describe how online travel and tourism services operate and their industry impact.
4. Discuss the online employment market, including its participants, benefits, and limitations.
5. Describe online real estate transactions.
6. Discuss online stock trading services.
7. Discuss cyberbanking and online personal finance.
8. Describe on-demand delivery by e-grocers.
9. Describe the delivery of digital products and online entertainment.
10. Discuss various e-tail consumer aids, including comparison-shopping aids.
11. Identify the critical factors and failure avoidance tactics for direct online marketing e-tailing.
12. Describe reintermediation, channel conflict, and personalization in e-tailing.
13. Describe the factors that influence consumer behavior online.
14. Describe the decision-making process of consumer purchasing online.
15. Describe how companies are building one-to-one relationships with customers.
16. Explain how personalization is accomplished online.
17. Discuss the issues of e-loyalty and e-trust in e-commerce.
18. Describe consumer market research in e-commerce.
19. Describe customer relationship management (CRM), its methods, and its relationship with e-commerce.
20. Explain the implementation of customer service online, and describe its tools.
21. Describe Internet marketing in B2B, including organizational buyer behavior.
22. Describe the objectives of web advertising and its characteristics.
23. Describe the major advertising methods used on the web.
24. Describe various online advertising strategies and types of promotions.
25. Discuss the issues involved in measuring the success of web advertising as it relates to different pricing methods.
26. Describe permission marketing, ad management, localization, and other advertising-related issues.
27. Explain the role of intelligent agents in consumer issues and advertising applications.
28. Discuss the problem of unsolicited ads and possible solutions.

**Evaluation Criteria/Policies:**

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

**Core Curriculum Competencies (CCCs are the competencies every graduate will develop):**

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

**Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):**

None

**Disabilities Support Statement:**

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.