

COURSE AND SYLLABUS FORM

Syllabus Cover Sheet

Course Discipline Code & No: BMG 215 Title: Planning an E-Commerce Business Effective Term 1-2004

Division Code: BCT Department Code: BMG Org #: 13200

Don't publish: College Catalog Time Schedule Web Page

Reason for Submission. Check all that apply.

New course approval Minor change (Corrections, editing, clarification)

Five-year syllabus review (Attach assessment results.) Reactivation of inactive course

Major change Inactivation (Submit this page only.)

Change information:

Minor changes

Course discipline code & number (was _____) (when changing course number, select "inactivation" to discontinue the old course.)

Course title (was Planning an E-Commerce Web Sites)

Course description

Course objectives (minor changes)

For major changes, consultation with all departments affected by this course is required. Attach "course use in programs" report from Curriculum Database for Faculty.

Major changes (reviewed by Curriculum Committee.)

Credit hours (credits were: _____)

Total Contact Hours (total contact hours were: _____)

Distribution of contact hours (contact hours were: lecture: _____ lab _____ clinical _____ other _____)

Pre or co-requisites

Distance Learning section approval

General Education Distribution Course: Add Remove

Honors section approval

Change in Grading Method

Objectives

Other _____

Rationale for course or course change

1. **Assessment-based:**

2. **Non-assessment-based:** Revisions address changes in BMG and INP certificates requiring this course. See rationale expressed on program certificates.

Approvals Department and divisional signatures indicate that all departments affected by the course have been consulted.

Department Review by Chairperson New resources needed All relevant departments consulted

Print: Cheryl Gracie Faculty/Preparer Signature: [Signature] Date: 3/23/2004

Print: Steve Ennes Department Chair Signature: [Signature] Date: 3/24/2004

Division Review by Dean Request for conditional approval

Recommendation Yes No Signature: [Signature] Date: 3/24/04

Curriculum Committee Review

Recommendation Tabled Yes No Signature: [Signature] Date: 4.1.04

Vice President of Instruction Approval

Approval Yes No Signature: [Signature] Date: 4/14/04

Do not write in shaded area.

ACS Code _____ Entered in: Banner 4/22 C&A Database 4/22 Log File 4/22

Approved for General Education Area/Group _____ Syllabus Date _____ Basic skills table updated

Contact fee

COURSE AND SYLLABUS FORM

Course Discipline & No.: BMG 215 Title: Planning an E-Commerce Site

Credit hours: <u>3</u> If variable credit, give range: _____ to _____ credits	Instructor contact hours per semester: Lecture: <u>45</u> Lab: _____ Clinical: _____ Practicum _____ Other: _____ Total contact hours: _____	Class capacity: <u>pre</u> Standard capacity is 30 students unless otherwise specified in the Master Agreement.	Grading options: <input type="checkbox"/> P/NP (limited to clinical & practica) <input type="checkbox"/> S/U (for courses numbered below 100) <input checked="" type="checkbox"/> Letter grades
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Prerequisites. Select one: <input checked="" type="checkbox"/> College-level Reading & Writing <input type="checkbox"/> Reduced Reading/Writing Scores COMPASS Reading _____ COMPASS Writing _____ <input type="checkbox"/> No Basic Skills Prerequisite (College-level Reading and Writing is <u>not</u> required.) Corequisites (must be enrolled in this class also during the same semester): _____ _____	In addition to Basic Skills in Reading/Writing: Level I (enforced in Banner) <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Course/Test</th> <th style="text-align: center;">Grade/Score</th> <th style="text-align: center;">Concurrent Enrollment</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><u>BMG 155</u></td> <td style="text-align: center;"><u>C-</u></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/> and <input type="checkbox"/> or <u>INP 290</u></td> <td style="text-align: center;"><u>C-</u></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/> and <input type="checkbox"/> or _____</td> <td style="text-align: center;">_____</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/> and <input type="checkbox"/> or _____</td> <td style="text-align: center;">_____</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table> Level II (enforced by instructor on first day of class) <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Course</th> <th style="text-align: center;">Grade/Score</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/> and <input type="checkbox"/> or _____</td> <td style="text-align: center;">_____</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/> and <input type="checkbox"/> or _____</td> <td style="text-align: center;">_____</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/> and <input type="checkbox"/> or _____</td> <td style="text-align: center;">_____</td> </tr> </tbody> </table>	Course/Test	Grade/Score	Concurrent Enrollment	<u>BMG 155</u>	<u>C-</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/> and <input type="checkbox"/> or <u>INP 290</u>	<u>C-</u>	<input type="checkbox"/>	<input type="checkbox"/> and <input type="checkbox"/> or _____	_____	<input type="checkbox"/>	<input type="checkbox"/> and <input type="checkbox"/> or _____	_____	<input type="checkbox"/>	Course	Grade/Score	_____	_____	<input type="checkbox"/> and <input type="checkbox"/> or _____	_____	<input type="checkbox"/> and <input type="checkbox"/> or _____	_____	<input type="checkbox"/> and <input type="checkbox"/> or _____	_____
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Enrollment restrictions (In addition to prerequisites, if applicable.) <input type="checkbox"/> and <input type="checkbox"/> or <input type="checkbox"/> Instructor consent required <input type="checkbox"/> and <input type="checkbox"/> or <input type="checkbox"/> Admission to program required Program _____ <input type="checkbox"/> and <input type="checkbox"/> or <input type="checkbox"/> Other (please specify): _____	Please send syllabus for transfer evaluation to: <input type="checkbox"/> EMU <input type="checkbox"/> UM <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Instructional mode <input checked="" type="checkbox"/> On campus <input type="checkbox"/> Online <input type="checkbox"/> Blended (online and on-campus combined) <input type="checkbox"/> ITV <input type="checkbox"/> Other
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Course Options General Education Group I (Select one area) <input type="checkbox"/> Writing <input type="checkbox"/> Nat. Sci. <input type="checkbox"/> Speech <input type="checkbox"/> Soc./Behav/ Sci. <input type="checkbox"/> Math <input type="checkbox"/> Arts/Hum. Courses must meet all criteria. <input type="checkbox"/> 1. Is a standard introductory course in the discipline <input type="checkbox"/> 2. Has a verified transfer acceptance <input type="checkbox"/> 3. Meets the critical thinking requirement <input type="checkbox"/> 4. Assesses academic achievement <input type="checkbox"/> 5. Covers minimum knowledge/skills	Honors section. Not all criteria are required. Check relevant items. <input type="checkbox"/> 1. Emphasis on primary source materials <input type="checkbox"/> 2. Emphasis on independent study/research <input type="checkbox"/> 3. Greater rigor of course materials <input type="checkbox"/> 4. Interdisciplinary approach <input type="checkbox"/> 5. Development of critical thinking skills <input type="checkbox"/> 6. Additional course objectives <input type="checkbox"/> 7. Additional instructional methods <input type="checkbox"/> 8. Satisfaction of the service component
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List all new resources needed for course, including library materials.

This class must be offered in a computer lab where students have access to the Internet, Dreamweaver programs, Photoshop Programs, Acrobat, e-mail, etc. INP classrooms, as well as some rooms in BE, offer access to this software.

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Syllabus

Course discipline code & number BMG 215	Course title Planning an E-Commerce Business	Credit hours 3
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Course description Brief statement of the purpose and content of the course	In this course students prepare an e-commerce business plan suitable for presentation to decision makers. This includes an examination of the strategies used by management to develop and implement an e-commerce site, the process involved in planning and maintaining the web site, attracting and maintaining customers, and measuring success. Students who have equivalent work experience may contact the instructor to waive the pre-requisites.	
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Course outcomes List brief statements that indicate what students will know and be able to accomplish as a result of taking the course. Indicate how these outcomes will be assessed for NCA assessment of student achievement.	Outcomes <p>Students analyze e-commerce business concepts in order to identify profit potential.</p> <p>Students perform market research in order to recognize the market potential in an e-commerce enterprise.</p> <p>Students identify major costs incurred in implementing an e-commerce enterprise.</p> <p>Students identify and plan an E-Commerce Business Concept working in teams.</p>	Assessment Method Expert review of student Business Concept Papers
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Content outline List in sequence the instructional units/modules/clusters of related topics that will be taught, and indicate the major instructional objectives for each unit. Indicate methods that will be used in each unit to evaluate student work for grading.	Unit and Unit Objectives <p>Part 1: The E-Commerce Business Concept.</p> <ol style="list-style-type: none"> Students will identify prospective customers for an electronic commerce business and a description of their wants and desires. Students will analyze business competition and identify a competitive advantage. Students will complete a break-even analysis and recommend appropriate change in business strategy. <p>Part 2: Market Research</p> <ol style="list-style-type: none"> Students use available secondary resources of information to understand the market for an E-Commerce Business. <ol style="list-style-type: none"> Students locate and use secondary sources of information, (especially those available on the Internet) to form conclusions about the profit potential of customer markets. Students use primary research techniques (focus groups and surveys) to identify the wants and needs of customers for a particular E-Business Concept. Students estimate demand for a market at a determined price for a particular E-Business Concept in order to estimate sales. 	Evaluation Method <p>Part 1: Evaluated through homeworks, papers, group project deliverables and quizzes.</p> <p>Part 2: Evaluated through homeworks, papers, group project deliverables and quizzes.</p>
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	<p>Part 3: Analysis of Costs</p> <ol style="list-style-type: none"> 1. Students analyze the the major costs incurred by an e-commerce business. 2. Students examine shopping cart technologies. <ol style="list-style-type: none"> a. Students examine the processes involved in shopping cart technologies b. Students examine the cost of implementing shopping cart technologies and the alternatives that may exist to avoid such costs while meeting customer needs c. Students examine the need to respect privacy and security concerns of customers. 2. Students estimate the major costs incurred by an e-commerce business. <p>Part 4: Develop an E-Commerce Business Concept</p> <p>Students working in teams prepare a Business Concept paper for an E-Commerce business that ...</p> <ol style="list-style-type: none"> 1. Identifies a market that is likely to buy at the price proposed. 2. Identifies a market strategy appropriate to the market. 3. Identifies costs to be incurred in marketing to and serving that market. 4. Identifies the profit potential of the Business Concept. 	<p>Part 3: Evaluated through homeworks, papers, group project deliverables and quizzes.</p> <p>Part 4: Evaluated through group project deliverables.</p>
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Student Materials

<p>List examples of types</p> <ul style="list-style-type: none"> Texts Supplemental reading Supplies Uniforms Equipment Tools Software 	<p>Texts: Students use as reference the textbook used in BMG 155: Business on the Internet.</p>	<p>Estimated costs.</p> <p>\$</p>
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Equipment/Facilities: Check all that apply. (All classrooms have overhead projectors and permanent screens.)

<p>Check level <u>only</u> if the specified equipment is needed for <u>all</u> sections of a course.</p> <p><input type="checkbox"/> Level I classroom Permanent screen & overhead projector</p> <p><input type="checkbox"/> Level II classroom Level I equipment plus TV/VCR</p> <p><input checked="" type="checkbox"/> Level III classroom Level II equipment plus data projector, computer, faculty workstation</p>	<p><input type="checkbox"/> Off-Campus Sites</p> <p><input checked="" type="checkbox"/> Testing Center</p> <p><input checked="" type="checkbox"/> Computer workstations/lab</p> <p><input type="checkbox"/> ITV</p> <p><input type="checkbox"/> TV/VCR</p> <p><input checked="" type="checkbox"/> Data projector/computer</p> <p><input type="checkbox"/> Other _____</p>
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For help screens, select a field and press F1

SECTION I. COURSE SUBMISSION INFORMATION

1. **Course:** (Enter proposed discipline, number & title here. If changing the number or title of an existing course, give old number or title in box 4 below.)
Discipline/No: BMG 215 **Title:** Planning an E-Commerce Site: A Business Perspective

Division Code: BUS Department Code: BUSD Effective Term: Fall 2000 Do not publish in Time Schedule
 Do not publish in College Catalog

2. **Type of Approval:** (applies to both new courses and changes)
 Full Approval
 Conditional Approval
 This proposal previously received conditional approval for the Term: _____

3. **Reason for Submission:** This Course is being submitted for: (check all that apply)
 New Course Approval (Skip the rest of Section I and go directly to Section II.)
 Five-year Syllabus Review No changes to course
 Major Change(s)
 Minor Change(s) (If not due for review, submit sections I, II, and revised parts of Section III.)
 Reactivation of Inactive Course
 Inactivation (Submit Sections I and II only.)

4. **Change Information:** (Check all that apply. Make proposed changes in Section III, Course Syllabus.)

<p>Minor Changes</p> <input type="checkbox"/> Course Discipline/Number (was _____) <input type="checkbox"/> Course Title (was _____) <input checked="" type="checkbox"/> Course Description <input type="checkbox"/> Capacity (was: _____) <input checked="" type="checkbox"/> Pre or Corequisites <input checked="" type="checkbox"/> Course Objectives <input type="checkbox"/> Distribution of Contact Hours (contact hours were: lect: _____ lab _____ clin _____ exp _____) <input type="checkbox"/> Distance Learning - minor (Attach Preliminary Approval Form for Distance Learning & the Section II handout.) <input type="checkbox"/> Other _____	<p>Major Changes (Major changes will be reviewed by Curriculum Committee.)</p> <input type="checkbox"/> Credit hours (credits were: _____) <input type="checkbox"/> Core Elements: (Elements to be added: _____) (Elements to be removed: _____) <input type="checkbox"/> Grading <input type="checkbox"/> Course Objectives affecting core elements <input type="checkbox"/> Total Contact Hours (total contact hours were: _____) <input type="checkbox"/> Honors (Attach Honors Section Approval Form.) <input type="checkbox"/> Distance Learning - major (Attach Preliminary Approval Form for Distance Learning & the Student II handout for the Distance Section.) <input type="checkbox"/> Other _____
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5. **Rationale for changes:**
 See Attached

SECTION II. COURSE REVIEW INFORMATION AND SIGNATURES

1. **Department Review** (To be completed by department chair; if recommendation is no, initial and return to preparer with rationale attached.)

Will significant new resources be required? yes no (If yes, explain See attached)
 Have departments that may be affected by this course been consulted? yes no (Explain INP is in close contact)
 Does the department support approval of this course? yes no

Print: Cheryl Gracie Signature: _____ Date: 12/12/2000
 Faculty/Preparer

Print: Granville Lee Signature: _____ Date: 12/15/2000
 Department Chair

2. **Division Review** (To be completed by division dean; if recommendation is no, initial and return with rationale attached.)

Will significant new resources be required? yes no (If yes, have they been secured? yes no)
 Is this a curricular priority for your division? yes no (Comment _____)
 What is your estimate of projected enrollment? 30

Recommendation Yes No Thomas Wilson Date: 12/15/00
 Division Dean's Signature

3. **Curriculum Committee Review** (Attach additional comments if necessary.)

Recommendation Yes No _____ Date _____
 Curriculum Committee Chair's Signature

4. **Vice President for Instruction and Student Services Approval** (Attach additional comments if necessary.)

Approval Yes No _____ Date: 1/11/01
 Vice President's Signature

Data File: 1/1/01 ACS Code: 121 Catalog File Date: 1/1/01 CTF File Date: 12/15/00
 Core Elements Approved: _____ New Syllabus Date: _____

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SECTION III. COURSE SYLLABUS

For help screens, select a field and press F1.

A. COURSE DETAILS (discipline # and title will automatically be entered in 1 and 2 below upon saving or previewing)

<p>1. Course Discipline & No.: <u>BMG 215</u></p>	<p>2. Course Title: <u>Planning an E-Commerce Site: A Business Perspective</u></p>	
<p>3. Course Description: In this course, students will create an e-commerce business web site using readily available commercial software packages in order to market a small item to graduating students of WCC. In the process, student will prepare a competitive analysis of an e-commerce business plan suitable for presentation to decision makers. This will include an examination of the strategies used by management to develop and implement an e-commerce site, the process involved in planning and maintaining the web site, attracting and maintaining customers, and measuring success.</p>		
<p>4. Credit Hours: <u>3</u> If Variable credit, Give Range: _____ to _____ If repeatable for credit, how many times? _____</p>	<p>5. Class Capacity: <u>24</u> (If nonstandard, attach Class Capacity Exception form.)</p>	<p>6. Course Options: <input type="checkbox"/> Distance learning (Attach preliminary distance approval form and Section Handout.) <input type="checkbox"/> Honors (Complete Part G.) <input type="checkbox"/> P/NP Grading (Attach rationale.)</p>
<p>7. Contact Hours per Semester in: Lecture: <u>45</u> Lab: _____ Clinical: _____ Experiential: _____ Total Contact Hrs: _____</p>	<p>8. Prerequisite(s): <u>BMG 155</u> <u>INP 160 or exam</u> <u>INP 165 or exam & INP 200</u></p>	<p>9. Corequisite(s): (limit to 2) _____ _____</p>
<p>10. a. Course Purpose: <input type="checkbox"/> Program Specialty <input checked="" type="checkbox"/> Program Support <input type="checkbox"/> Nonprogram Specialty <input type="checkbox"/> Transfer <input type="checkbox"/> Enrichment <input type="checkbox"/> Basic Skills</p>	<p>b. Is this course a requirement for a program? <input checked="" type="checkbox"/> Yes (specify the program(s) below) <u>Certificate E-Commerce (ECOM)</u> <u>and APMS</u> <input type="checkbox"/> No</p>	<p>c. Indicate schools to which you want Curriculum Services to send syllabus: (If transfer is approved, attach documentation.) <input type="checkbox"/> EMU <input type="checkbox"/> UM <input type="checkbox"/> Other _____</p>

B. MAJOR INSTRUCTIONAL UNITS A major instructional unit is a grouping of topics that naturally relate to one another. List in order the major instructional units. Add additional numbers as needed.

Part 1: Developing an E-Commerce Site: A Management Perspective

1. Plan the E-Commerce Initiative
2. Create Identity and Attract Customers
3. Construct and Maintain an E-Commerce Web Site
4. Maintain and Promote the Web Site
5. Practicum

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C. CORE ELEMENT INFORMATION

1. Core Element Submission Information: (Please check all that apply)

- This course has been previously approved for core elements. List **currently** approved core elements: _____
- Please review this course for core elements marked in part 2 below. (Mark only core elements being added or those needing review because of proposed major changes to the course.)
- This course does not meet any core elements. Explain _____

2. Proposed Core Element(s): (Mark the boxes of only the elements to be reviewed at this time. For detailed information on the criteria for determining whether a course meets a core element, refer to the Core Element Annotations in the Curriculum Manual.)

- | | |
|---|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> 1. To read and listen in a critical and perceptive way; to speak in an organized, clear, and effective manner. <input type="checkbox"/> 2. To use information sources and information gathering techniques; to cite sources when producing written communications. <input type="checkbox"/> 3. To develop, organize, and express thoughts in writing using Standard English. <input type="checkbox"/> 4. To apply basic mathematics through the level of elementary algebra. <input type="checkbox"/> 5. To represent and solve problems using mathematical techniques. <input type="checkbox"/> 6. To interpret elementary descriptive statistics. <input type="checkbox"/> 7. To comprehend and use concepts and ideas. <input type="checkbox"/> 8. To develop, express, test, and evaluate ideas. <input checked="" type="checkbox"/> 9. To analyze problems, develop solutions, and evaluate results in a clear, logical, and consistent manner. <input type="checkbox"/> 10. To distinguish between fact and opinion; to recognize biases and fallacies in reasoning. <input type="checkbox"/> 11. To use computer systems to achieve professional, educational, and personal objectives. <input type="checkbox"/> 12. To apply the protocols of computer use and respect the legal and other rights of individuals or organizations. <input type="checkbox"/> 13. To be aware of the artistic experience in personal and cultural enrichment, growth, and communication. | <ul style="list-style-type: none"> <input type="checkbox"/> 14. To be aware of the nature and variety of the human experience through the methods and applications of the humanities <input type="checkbox"/> 15. To understand the basic principles of scientific inquiry. <input type="checkbox"/> 16. To have a knowledge of basic human biological principles, including those related to wellness. <input type="checkbox"/> 17. To understand the basic principles of the natural sciences, and their relationship to the environment. <input type="checkbox"/> 18. To understand the basic principles and applications of technology. <input type="checkbox"/> 19. To understand the principle of integrating technological elements into systems. <input type="checkbox"/> 20. To understand the relationship of technology to individuals, society, and the environment. <input type="checkbox"/> 21. To understand the methods and applications of the social sciences in exploring the dynamics of human behavior. <input type="checkbox"/> 22. To understand those principles and values, including individual rights and civic responsibilities, which maintain and enhance democracy and freedom in a pluralistic society. <input type="checkbox"/> 23. To have a working knowledge of the history, structure, and function of American social, political, and economic institutions. <input type="checkbox"/> 24. To be aware of the contemporary global community, especially its geographical, cultural, economic, and historical dimensions. |
|---|--|

DIRECTIONS: Each core element marked above must be included in the appropriate core element boxes next to the course objectives in SECTION D which directly support that core element.

3. Courses That Partially Satisfy A Core Element In Combination With Other Courses:

- If this course is part of a combination of courses that together meet a core element, mark this box. The courses must all be submitted and reviewed together for core element approval.
- Other course(s) required _____

Dean's Comments:
Curriculum Committee's Comments:
Vice President's Comments:

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D. INSTRUCTIONAL OBJECTIVES AND CORE ELEMENTS SUPPORTED

DIRECTIONS: (These Units should match those listed in Section B.) Use student outcome based language. (Example: The student will develop and support a thesis in an essay.) If the objective is being used to directly support a core element, write the core element number in the box to the right. If needed, additional information on how the core element is to be met and/or assessed for accomplishment can be included under the objective. If desired you may add a section of “overall course objectives” which are not associated with a specific unit. This may be particularly helpful for addressing core elements.

Overall Course Objectives

Core Elements

Students will cover the specific learning objectives listed below as Unit Objectives in the context of creating an e-commerce web site using a commercially available software package such as Yahoo or Icat in order to market a class graduation item, (such as a coffee cup), to each term’s graduating class of WCC. (There is a graduating class for both Winter and Fall terms and this well then correspond to the terms this course is offered.)

Unit Objectives

Part 1: An Introduction to Electronic Commerce

Unit #1 Plan the E-Commerce Initiative

- a. Identify E-Commerce Goals
 - i. identify the customer
 - ii. identify the competition
 - iii. determine resources
 - iv. create the business plan
 - v. create the project plan
 - vi. determine feasibility of plans
- b. Set the Budget
 - i. determine feasibility range
 - ii. develop spreadsheet of costs
 - iii. compute return on investment
- c. Identify legal issues
 - i. identify intellectual property ownership of website
 - ii. identify protections and limitations of copyright laws
 - iii. identify need for licensing
 - iv. identify protections and limitations of trademark laws
 - v. identify legality of linking
 - vi. identify defamation issues

Unit #2 Create Identity and Attract Customers

- a. Create an on-line brand
 - i. creating a domain name
 - ii. creating a logo
 - iii. establishing online integrity and trust
- b. Provide customer service
 - i. creating a lasting first impression
 - ii. building customer loyalty

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- iii. obtaining feedback from customers
- c. Build online traffic and a sense of community
 - i. identify effective elements of online communities
 - ii. using e-mail effectively
 - iii. using discussion groups effectively
 - iv. measuring success in establishing online communities

Unit #3 Construct and Maintain an E-Commerce Web Site

- a. Organize the site's framework
 - i. acquire and organize content
 - ii. defining the site's architecture
 - iii. create a site map
 - iv. determine directory structure
- b. Out-sourcing concerns.
- c. Working with Web Shops, Developers, or Teams
 - i. assess needs
 - ii. identify appropriate shops and developers
 - iii. evaluate quotes
 - iv. identify contract provisions
 - v. manage project
- d. Determine need for back end and hosting
 - i. selecting a platform
 - ii. choosing a server
 - iii. determine hosting options
 - iv. choosing an ISP
 - v. determine the need for a data base
 - vi. determine appropriate security provisions
 - vii. determine need for 24 hour service

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Unit #4 Maintain and Promote the Web Site

- a. Maintain Targeted Content
- b. Promote to Target Market
 - i. listing the site
 - ii. linking the site
 - iii. using banner ads
 - iv. leveraging with promotional tools, (discussion groups, press, public relations)
- c. Measure Success
 - i. using traffic as a measurement
 - ii. analyzing the data

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Unit #5 Practicum

Students will work as a class team to create an e-commerce business web site using readily available

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commercial software packages in order to market a small item to graduating students of WCC using the following guidelines.

- a. Students will work as a team
- b. Students will prepare a business plan for creation of the e-commerce site in which they
 - a. coordinate with a various WCC student organizations, WCC administration and WCC partners, (like the bookstore).
 - b. Utilize commercial software packages such as Yahoo or Icat taking into consideration the need to limit costs.
 - c. Obtain proper administrative approvals from Wcc before implementing the plan.
 - d. Limit the number of items as to both quantity and price, seeking appropriate approval from proper WCC officals.
- c. Students will implement the web site in a process that involves equitable distribution of work load.
- d. Students will account for sales and profits using generally acceptable accounting standards as approved by WCC administration.
- e. Any excess profits will be used to support WCC scholarship or gift of the students' choice as approved by WCC administration.
- f. Students will work on the practicum throughout the term. Theory learning in Units 1-4 will be covered concurrently with the practicum.

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E. INSTRUCTIONAL METHODS AND EVALUATION

1. Instructional Methods: (Check the appropriate boxes and describe as needed.)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Lecture/Discussion _____ | <input checked="" type="checkbox"/> Field Trips _____ |
| <input type="checkbox"/> Clinical Instruction _____ | <input checked="" type="checkbox"/> Team Assignments _____ |
| <input type="checkbox"/> Self-Paced Learning _____ | <input type="checkbox"/> Telecourse _____ |
| <input checked="" type="checkbox"/> Internet Instruction _____ | <input type="checkbox"/> Video Seminar _____ |
| <input type="checkbox"/> Computer Simulations _____ | <input type="checkbox"/> Laboratory Assignments _____ |
| <input type="checkbox"/> On-Site Work Experience _____ | <input type="checkbox"/> Interactive TV _____ |
| <input checked="" type="checkbox"/> Other <u>Practicum: Students implement an e-commerce web site as described in Unit 5</u> | |

2. Evaluation Criteria:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Attendance (on-line participation counts for attendance) _____ | <input checked="" type="checkbox"/> Quizzes _____ |
| <input checked="" type="checkbox"/> Class Discussion (on-line postings and commentary) _____ | <input checked="" type="checkbox"/> Tests _____ |
| <input checked="" type="checkbox"/> Papers _____ | <input type="checkbox"/> Midterm _____ |
| <input checked="" type="checkbox"/> Portfolio _____ | <input type="checkbox"/> Final Exam _____ |
| <input checked="" type="checkbox"/> Projects _____ | <input checked="" type="checkbox"/> Home Work _____ |
| <input checked="" type="checkbox"/> Reports _____ | <input checked="" type="checkbox"/> Presentations _____ |
| <input type="checkbox"/> Clinical/Work _____ | <input checked="" type="checkbox"/> Performances <u>computer exercises</u> |
| <input checked="" type="checkbox"/> Other <u>Students will be evaluated on their contribution to the class effort to complete the practicum, Unit 5</u> | |

3. Attendance Requirements: (For Certification or nonevaluative purposes.)

F. EQUIPMENT, FACILITIES, TEXTS, MATERIALS, AND SUPPLIES

1. Special Equipment/Facilities : (Check the appropriate boxes and describe as needed.)

- | | |
|---|--|
| <input checked="" type="checkbox"/> Lab equipment _____ | <input checked="" type="checkbox"/> Testing Center _____ |
| <input checked="" type="checkbox"/> LRC Reserves _____ | <input type="checkbox"/> Student Competitions _____ |
| <input checked="" type="checkbox"/> Computers <u>See Attached</u> | <input type="checkbox"/> Off-Campus Sites _____ |
| <input type="checkbox"/> CD ROM _____ | <input type="checkbox"/> Student Tutors _____ |
| <input type="checkbox"/> Field Trips _____ | <input type="checkbox"/> Distance Learning Classroom _____ |

**WASHTENAW COMMUNITY COLLEGE
COURSE-SYLLABUS APPROVAL FORM (CSAF)**

Other _____

2. Texts: (Please indicate if no text is required.)

Title: Small Business solutions -- E-Commerce (Recommended)
 Author: Brenda Kicman Copyright Yr: _____
 Publisher: Microsoft Press, 2000, ISBN 0-7356-0846-6 Est. Cost: \$25.00

Title: Exploring Web Marketing & Project Management: Interactive Workbook (Alternative text)
 Author: Donald Emerick, Kimberlee Round with Susan Joyce Copyright Yr: _____
 Publisher: Printice Hall, 2000, ISBN 0-13-06396-1 Est. Cost: \$40.00

Title: Course Pack/CD ROM
 Author: Instructor Copyright Yr: _____
 Publisher: WCC Est. Cost: \$10.00

Title: _____
 Author: _____ Copyright Yr: _____
 Publisher: _____ Est. Cost: _____

Title: _____
 Author: _____ Copyright Yr: _____
 Publisher: _____ Est. Cost: _____

Other Texts: _____

3. Supplies and/or Uniforms Student will have to Own or Acquire for Course:

(e.g. calculators, uniforms, tools, and software, etc., excluding pen, pencil, paper, or textbooks.)

Descriptions	Cost Estimates
_____	_____
_____	_____
_____	_____

4. Reference Materials Students Will Use:

(e.g. journals, books, manuals, maps, LRC reserves, etc.)

5. Audio/Visual and Computer Materials Students Will Use:

(e.g. films, video tapes, slides, audio tapes, software, CDs, etc.)

Title	Source
<u>Computer, (preferably PC), with Internet Connection, (Netscape or comparable browser)</u>	<u>Home, Work or WCC Computer Lab.</u>
_____	_____
_____	_____
_____	_____
_____	_____

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BMG 215

5. Rationale for changes:

This field is developing and knowledge is being created and changing at an accelerated pace. In addition, this course has recently become an elective for the Internet Professional Associate In Applied Science Degree.

As a result, it was decided to include a “practicum” as a major component of this course where students would apply learned theory to a situation having real world application. This is reflected in the addition of Unit #5 to the objectives and minor changes to instructional methods and evaluation criteria. This also necessitated a change in the course description, pre-requisites, required resources, and grading methodologies.

The textbook has not changed but an alternative text has recently been identified.

Section II: Course Review Information and Signatures Changes in Required Resources

The college will incur costs related to processing credit cards on-line. This is estimated at \$25.00 per month, (\$300 per year), but we may be able to use WCC credit card processing. We will need to pay for lease of a web-site such as the Yahoo e-commerce web site. The web site can run as high as \$100.00. (\$1,200 per year), but it is likely we can find an acceptable site for less money such as using www.bigstep.com. In addition, students will need access to licensed copies of software used in web development such as Dreamweaver, Fireworks, and Photoshop as used in the INP program and pre-requisites to this course. (It is anticipated that additional class licenses can be acquired to expand existing INP licenses for at most \$2,000 additional cost)>

F. EQUIPMENT, FACILITIES, TEXTS, MATERIALS, AND SUPPLIES

Computers:

Internet connection in Computer Lab

Access to web development software as used in INP program (\$2,000 expansion).

 Dreamweaver Editor

 Fireworks

 Photoshop

Credit Card Processing License, (if not available through WCC license) (\$300).

E-commerce Web Site License, (from commercial vendor such as Yahoo) (\$1,200).