

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

BUSN 600

**COURSE TITLE**

BUSINESS ON THE INTERNET

**TYPE COURSE**

NON-FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

This course provides a basic familiarity with the business, organizational, and technological issues involved in transacting business on the Web. Through real-life business scenarios, case studies and hands-on exercises, students learn the structures, issues and trends in electronic commerce. (FT)

**LECTURE/LABORATORY HOURS**

50

**ADVISORY**

NONE

**RECOMMENDED SKILL LEVEL**

Possess an 8<sup>th</sup> grade reading level; ability to communicate effectively in the English language; knowledge of math concepts at the 8<sup>th</sup> grade level; facility with Macintosh or Windows operating system; and ability to use a browser.

**INSTITUTIONAL STUDENT LEARNING OUTCOMES**

1. Social Responsibility  
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication  
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking

SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

4. Personal and Professional Development

SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

COURSE GOALS

To provide instruction in the theory of conducting business on the Web and electronic commerce. This course is a first step in understanding the topics involved in starting and maintaining an Internet business. Students will learn the definition of electronic commerce. They will learn the steps necessary to create a Web presence. Students will also be introduced to the elements and procedures involved in building an electronic commerce store. Students will be introduced to options for payment systems and the issues involved in electronic security. The students will study and critique real life examples of electronic commerce businesses.

COURSE OBJECTIVES

Upon successful completion of this course, students will demonstrate through theory and practical application, problem solving, critical thinking, written and oral communication and mathematical ability that they are able to:

1. Describe the concepts of electronic commerce.
2. Describe the theory of creating Web presence.
3. Describe the steps in building an electronic commerce store.
4. Describe the elements of electronic security.
5. Describe electronic payment systems.
6. Use electronic commerce concepts to critique examples of electronic commerce.
7. Describe careers in electronic commerce.

**SECTION II**

COURSE CONTENT AND SCOPE

1. Introduction to Electronic Commerce
  - 1.1. Definition of Electronic Commerce
  - 1.2. Electronic Commerce: Structures and Issues
2. Creating a Successful Web Presence
3. Building an Electronic Commerce Store
4. Electronic Security
5. Electronic Payment Systems
6. The Electronic Commerce Environment
7. Careers in Electronic Commerce

### APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, periodicals, magazines, instructor-written materials, manuals, computer based training on CD-ROMS (CBT), Web based training (WBT), instructor selected URLs and other publications related to the design and implementation of Web servers and the workings of the Web.

### WRITING ASSIGNMENTS

Appropriate writing assignments may include, but are not limited to, preparing text for an assigned project, keeping a journal on all laboratory and project work, completing all assigned reports, performing mathematical calculations as assigned, and completing all written assignments.

### OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to, reading texts, reference resources or handouts; Internet sites, computer based training on CD-ROMS (CBT), Web based training (WBT), and research as needed to complete projects; and organizing and preparing written answers to assigned questions.

### APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, analysis and evaluation of reading assigned text and computer based training on CD-ROMS (CBT), Web based training (WBT) materials and utilize this analysis in classroom discussions, writing assignments, and in performing laboratory activities. Students must select and use appropriate methods and materials needed to complete laboratory assignments.

### EVALUATION

A student's grade will be based on multiple measures of performance. The assessment will measure development of independent critical thinking skills and will include evaluation of the student's ability to:

1. Apply theory to assignments.
2. Complete all lessons, which may include CBT, WBT, and laboratory assignments.
3. Successfully complete all exams, including any online exams.
4. Perform on written, oral, or practical examinations.
5. Contribute to class discussions.
6. Maintain attendance per current policy.
7. Demonstrate ability to work independently and as a team member.
8. Demonstrate troubleshooting skills.
9. Demonstrate ability to help others learn.

Satisfactory completion of the course requires completion of a culminating activity, which may include, but is not limited to:

Practical lab projects and case studies.

### EVALUATION (CONTINUED)

Upon successful completion of each individual course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program a Certificate of Program Completion will be issued.

### METHOD OF INSTRUCTION

Methods of instruction may include, but is not limited to, lecture, computer based training on CD-ROMS (CBT), Web based training (WBT), distance learning, self-paced lab, demonstration, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips, and guided student job assignments. This course, or sections of this course, may be offered through distance education.

### TEXTS AND SUPPLIES

Texts:

*New Perspectives on E-Commerce—Introductory, Course Technology*, ISBN 0-619-01929-8

URLs:

[www.emarketer.com](http://www.emarketer.com) -- Emarketer's summary of reports on the net marketplace  
[www.zdnet.com/enterprise/e-business/](http://www.zdnet.com/enterprise/e-business/) -- Site operated by Ziff-Davis a publisher for niche magazines  
<http://ecommerce.internet.com/> -- more technically, IT oriented news  
[www.nytimes.com/](http://www.nytimes.com/) -- New York Times, Monday issue has a special technology section  
[www.economist.com/](http://www.economist.com/) -- The Economist -- European business magazine  
[www.cio.com/](http://www.cio.com/) -- CIO Magazine with associated research center  
[www.adage.com/](http://www.adage.com/) -- Advertising Age articles on ecommerce  
[www.webweek.com/](http://www.webweek.com/) -- Internet World magazine  
[www.computerworld.com/](http://www.computerworld.com/) -- Computerworld magazine, IT oriented  
[www.netb2b.com/](http://www.netb2b.com/) -- Business Marketing magazine, business-to-business ecommerce  
[www.wired.com/news/](http://www.wired.com/news/) -- Wired Daily News: Internet related business and technology news  
[www.techweb.com/](http://www.techweb.com/) -- TechWeb: Technical information about computing and the Internet  
[www.news.com/Categories/Index/0,3,0-180,00.html?st.ne.nav..ecomidx](http://www.news.com/Categories/Index/0,3,0-180,00.html?st.ne.nav..ecomidx) -- CNET ecommerce news  
[www.business2.com](http://www.business2.com) -- Business 2.0 site -- interesting magazine devoted to ecommerce business issues  
[www.thestandard.com](http://www.thestandard.com) --- The Industry Standard magazine  
[www.internetnews.com/ec-news/](http://www.internetnews.com/ec-news/) -- site collects news releases on internet and ecommerce issues  
[www.internetretailer.com](http://www.internetretailer.com) -- magazine devoted to retailing over the internet

Online Video Training:

Lynda.com  
VTC.com

TEXTS AND SUPPLIES (CONTINUED)

Preferred Tool:

Computer that exceeds the recommended system requirements for any software used during course.

Storage: Blank CDs, DVDs, USB drives, etc.

Supplies:

Pen, journal (composition book), notebook paper and a soft 3-ring binder, or a one-subject 110 sheet college ruled notebook.

PREPARED BY: Jeannette Morua and Sharian Lott DATE: July, 2000

REVISED BY: Paul Richard DATE: February 22, 2007

REVISED BY Instructional Services/SLO's Added DATE March 6, 2014

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100  
California Community Colleges, Title 5, Section 55002  
Continuing Education Catalog