

COURSE PREFIX/NO: BUS 210
COURSE TITLE: Introduction to E-commerce in Business
LEC HRS/WEEK: 3.0
LAB HRS/WEEK: 0.0
CREDIT HRS/SEMESTER: 3.0

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course is the study of electronic commerce and the operations and applications from the business perspective. Emphasis is placed on business concepts and strategies, and how they apply to the process of buying and selling goods and services online.

COURSE COMPETENCIES

Module 1: The Electronic Commerce Revolution

- Explain the forces that drive the widespread use of electronic commerce.
- Describe the benefits of electronic commerce to organizations, consumers, and society.
- Describe the limitations of electronic commerce.
- Describe the major characteristics of the digital economy.
- Compare marketplaces with market spaces.
- Describe the nature of competition in market spaces.

Module 2: Business to Consumer Models

- Define primary business models of electronic retailing (“e-tailing”).
- Describe disintermediation, reintermediation, and channel conflicts in e-tailing.
- Describe the decision-making process of consumer purchasing.
- Describe the way companies are building relationships with customers.
- Explain the implementation of customer service and its relationship with CRM.
- Describe the major advertisement methods used on the Web.
- Describe various Web advertisement strategies.
- Describe various types of promotions on the Web.
- Describe the objectives of Web advertisement.

Module 3: Business to Business Models

- Discuss implementation and development issues of e-marketplaces and exchanges.
- List the different types of e-marketplaces.
- Describe the extranet and its role in supporting marketplaces and exchanges.
- Differentiate business to consumer from business to business with respect to marketing, advertisement, and sales.

- Describe how customer relations management (CRM) is done in business to business and its relationships with e-communities.
- Describe business-to-business portals.
- Describe third-party exchanges.
- Explain dynamic pricing and describe its trading mechanisms.

Module 4: Other Electronic Commerce Models

- Analyze future directions and the role of m-commerce.
- Describe the hazards of e-auction fraud and countermeasures.
- Describe the various services that support auctions.
- Describe the benefits and limitations of auctions.
- Discuss the impact of electronic commerce on the travel industry.
- Describe the electronic real estate and online insurance markets.
- Discuss cyber-banking, its drivers, and capabilities.

GRADING SYSTEM

Students will be graded on assigned course work posted in each module. Each student's final grade will be the sum total of the assigned reading material, homework questions, threaded discussion questions, mid-term exam, final exam, and case studies. A missed test, homework assignment, threaded discussion, or case studies will receive a score of "0." The late submission of assigned material may result in the loss points.

Grade Computation

Activity	Percentage of Final Grade
Homework	25%
Threaded Discussion	12.5%
Case Studies	37.5%
Mid-Term Exam	12.5%
Final Exam	12.5%
TOTAL:	100%

Grading Scale

Points	Letter Grade
180 = 200	A
179 = 160	B
159 = 140	C
139 = 120	D
Below 120	F
Withdrawal before midterm = W	

ATTENDANCE

The attendance policy in the York Technical College Handbook will be followed. Students taking this course in an online format must log in to the course, read lectures, and participate in asynchronous/synchronous discussions on a regular basis to fulfill the attendance requirements.

ACADEMIC INTEGRITY

The student is bound by the policies stated in the York Technical College Catalog and Handbook. A student violating these policies will be subject to academic discipline.

MINIMAL STANDARDS

For students in business programs, a grade of “C” is required for this course to apply to the degree. Students in other programs may be required to make only a 60%, “D” average, for credit in the degree. (Please be aware that most colleges require a grade of “C” or better for transfer credit.)

ENTRY-LEVEL SKILLS - None

PREREQUISITES - None.

CO-REQUISITES - None