

COURSE PREFIX/NO: MKT 141
COURSE TITLE: Electronic Commerce Strategies
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 an overview of the E-commerce business from conception to implementation and evaluation. Special emphasis will be placed on budgeting, securing financial resources, and fiscal management.

COURSE COMPETENCIES

Module 1: Building Electronic Commerce Applications

- Describe the major E-commerce applications and list their major functionalities
- Describe the E-commerce architecture development process
- List the E-commerce application development options and the approaches for option selection
- Describe the major activities in system analysis and design
- Describe the issue of connecting E-commerce applications to databases, other applications and networks, and to business partners.
- Understand the factors contributing to the rise in E-commerce security breaches
- Explain the basic types of network security attacks
- Discuss some of the major technologies for securing E-commerce
- Describe the key elements in securing an e-payment
- List the crucial factors determining the success of e-payment methods
- Describe the order fulfillment process
- Discuss the concept of the supply chain, its importance, and management

Module 2: Implementing Electronic Commerce Strategies

- Describe the importance and essentials of business and E-commerce strategies
- Describe the strategy planning process for an E-commerce business
- Discuss the strategy formulation process
- Describe strategy implementation
- List and describe the major legal issues related to E-commerce
- Describe the intellectual property issues in E-commerce and the measures provided for its protection
- Discuss the conflict between Internet indecency and free speech and the attempts to resolve the conflict
- Discuss some legal issues of computer crimes

- Describe the measures available to protect buyers and sellers on the Internet
- Describe the issues involved in imposing sales tax on the Internet

Module 3: Mobile Commerce and Global Communities

- Evaluate the issues involved in global E-Commerce
- Analyze the impact of E-Commerce on small businesses
- Describe the relationship between E-Commerce and Business Process Re-engineering, knowledge management, and virtual corporations
- Describe strategy implementation
- Describe the characteristics and attributes of m-commerce
- Describe the drivers of m-commerce
- Understand the supportive technologies and their capabilities
- Describe Business to Business and supply chain applications of m-commerce
- Describe the major limitations and implementation issues of m-commerce

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 of points.

Grade Computation

Activity	Maximum Points	Percentage of Final Grade
Homework	80	26.6%
Threaded Discussion	80	26.6%
Class Project	60	20%
Mid-Term Exam	40	13.3%
Final Exam	40	13.3%
TOTAL: 300		100%

Grading Scale

Points	Letter Grade
270 = 300	A
250 = 269	B
220 = 249	C
219 = 200	D
Below 200	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.)

PREREQUISITES – None

CO-REQUISITES – None

ENTRY-LEVEL SKILLS – None