

Bergen Community College  
Division of Business, Arts, & Social Sciences

**BUS-271 E-Commerce**

Semester and year:  
Course and Section:  
Meeting Days/Times  
& Room:

Instructor:  
Office Location:  
Office Hours:  
Phone:  
E-mail Address:

**Course Description:**

E-Commerce will explore how small and large businesses use the Internet to increase or create their market presence. The intent is to expose contemporary managerial issues associated with this new and certainly dynamic environment. This course is NOT a web development course which falls within the realm of the INF department. However, the information technologies associated with the delivery of Internet sites, etc. will be briefly mentioned as they support and relate to E-Commerce issues.

**Student Learning Objectives:**

1. Recognize the language used in Internet commerce and demonstrate an understanding of how Internet commerce has evolved and impacted traditional business practices;
2. Describe how the Internet and the WWW infrastructure and other evolving standards relate to Internet commerce;
3. Identify the different electronic payment systems and the role of order fulfillment and back office operations;
4. Recognize the challenges inherent in developing an electronic business such as security, legal and privacy issues;
5. Explain how Internet commerce can be used to create a strategic competitive advantage for the enterprise;
6. Discuss online financial services, its drivers and capabilities;
7. Discuss the concept of supply chain, its importance and management;
8. Define the various types of online auctions and list their characteristics;
9. Define metrics and discuss its role in EC;
10. Prepare a business plans for a proposed e-commerce opportunity and demonstrate the coherent procedures for starting and setting up an electronic business;
11. Develop and improve skills of working and learning as a group and demonstrate effective communication (oral and written) skills;
12. Develop and enhance analytical skills and analyze problems with more than one solution.

**Course Content, Assessment, and Special Considerations.**

Using Text, Online Video Support, Practice Quizzes, Discussion Forums, and Assessments, the student will be exposed to different techniques to master the critical concepts provided in the course. Students are expected to be proficient in using the computer and internet for research, writing reports, taking tests, and other related tasks.

### Course Texts and/or Other Study Materials

#### Required Textbooks:

Electronic Commerce 9<sup>th</sup> Edition Gary P. Schneider ISBN 978-1-4239-0305-5

### Writing, and Critical Thinking Requirement(s)

Students will provide written reports, assessments, and discussion forums to demonstrate knowledge of the key concepts involved in the course learning objectives.

### Grading & Key Policies

**Late Assignments:** No work will be accepted after the due date. It is the responsibility of the student to make sure that time is managed so that all tasks are accomplished in a timely manner.

**Missed Exams:** Students will be afforded the opportunity to take a comprehensive makeup for one exam missed. No additional make-up exams will be given.

**Class Policy:** The outline will include a written statement regarding specific policy and explanation for online testing (if used), class behavior, attendance, and other important matters.

**Typical Grade allocations:** (refer to Professor for detailed explanations)

Examinations –	75%
Term Project–	15%
Class Participation –	10
Total –	100%

**Please review the following in your Student Handbook:**

- Code of Student Conduct
- Statement on plagiarism and/or academic dishonesty.
- Sexual Harassment statement.
- Statement on acceptable use of BCC technology.
- Statement on the purpose and value of faculty office hours.

### Attendance Policy

#### BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

### Student and Faculty Support Services

Students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <http://www.bergen.edu/library/> ), the Tutoring Center (available in person in room L-125 and online at <http://www.bergen.edu/library/learning/tutor/> ), the Writing Center (available in person room L-125 and online at <http://www.bergen.edu/library/learning/write/> ). the Online Writing Lab at [www.bergen.edu/owl](http://www.bergen.edu/owl), the Smart thinking Tutorial Service at [www.bergen.edu/library/learning/tutor/smart/index.asp](http://www.bergen.edu/library/learning/tutor/smart/index.asp) the Distance Learning Office for online courses (by phone at 201-612-5581, available in person at room C-3 or email at [psimms@bergen.edu](mailto:psimms@bergen.edu))

### Course Outline and Calendar

Session	
1	Introduction & Overview
2	Technology Infrastructure and the World Wide Web
3	Selling on the Web
4	Revenue Models
5	Marketing Programs
6	Business to Business: Driving Costs Down
7	Social Networking & Mobile Applications
8	Legal, Ethical, and Tax Issues
9	Web Hardware and Software
10	Security
11	Payment Systems for E-Commerce
12	Search Engine Optimization
13	Planning for Changes
14	
15	

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit them at: <http://www.bergen.edu/oss> .

Mar 2015