

# North Hennepin Community College

## CIS 2310: Introduction to E-Commerce

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course introduces students to the key strategic business and technological elements of electronic commerce.

Students will explore the theory, practice and technology of conducting business over the internet and the World Wide Web.

This course is for students who want to put their business on the internet, work at companies that want to do business over the internet, want to know more about business and the internet or want to know more about emerging e-commerce technology.

Students will focus on applying key concepts through hands-on real world e-commerce planning and web site development. Topics covered include identifying e-commerce opportunities, marketing and selling on the internet, building a web presence, designing a web site, improving efficiency and reducing costs through business-to-business activities, using social networking to connect with customers and suppliers, exploring mobile commerce opportunities, analyzing electronic commerce software, hardware and commerce service providers, investigating electronic payment systems, examining electronic commerce security, thinking globally, scrutinizing legal, ethical and tax issues and planning. Also includes identifying current issues in e-commerce and emerging technology. Experience with programming languages or creating web sites is not required.

NOTE: Computer and internet knowledge recommended

### B. COURSE EFFECTIVE DATES: 04/13/2001 - Present

## **C. OUTLINE OF MAJOR CONTENT AREAS**

1. E-Commerce technology
2. Identifying e-commerce opportunities
3. Marketing and selling on the internet
4. Business-to-business activities and technology
5. Social networking, mobile commerce and online auctions
6. Online auctions, virtual communities and web portals
7. Electronic commerce software, hardware and commerce service providers.
8. Electronic payment systems
9. Electronic commerce security
10. Electronic commerce international, legal, ethical and tax issues
11. Building a web presence.
12. Designing a web site
13. Emerging e-commerce technologies
14. Current issues in e-commerce

## **D. LEARNING OUTCOMES (General)**

1. Define e-commerce concepts. (NHCC ELOs 1, 2)
2. Describe e-commerce technology. (NHCC ELOs 1, 2)
3. Apply e-commerce concepts to real world situations. (NHCC ELOs 1, 2, 3)
4. Analyze e-commerce opportunities. (NHCC ELOs 1, 2, 3)
5. Create an E-Commerce Plan that incorporates applying knowledge to new situations and thinking critically and creatively about: marketing and selling on the internet, using social networking and mobile commerce, building a web presence, selecting electronic commerce software application and service providers, choosing an electronic payment system, reducing electronic commerce security concerns, thinking globally, planning and scrutinizing legal, ethical and tax issues. (NHCC ELOs 1, 2, 3, 4)
6. Design and build an E-Commerce Web Site that incorporates the E-Commerce plan details.. (NHCC ELOs 1, 2, 3, 4)

## **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

## **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

## **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World--Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills--Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
3. Personal and Social Responsibility and Engagement--Including: Civic knowledge and involvement--campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for lifelong learning.
4. Integrative and Applied Learning--Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community.