

- B. This course has no lab component.
- C. This course generally transfers as a marketing program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course serves as a Marketing Elective or Business Elective in the Business Administration A.S. and Business Management A.A.S. programs.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Overview of Electronic Commerce
- B. E-Commerce Business Models and Concepts
- C. E-Commerce Infrastructure
- D. Building an E-Commerce Presence
- E. Security And Payment Systems
- F. E-Commerce Marketing and Advertising Concepts
- G. Ethical, Social, Legal, And Political Issues In E-Commerce
- H. Online Retailing And Services
- I. Online Content And Media
- J. Social Networks, Auctions, And Portals
- K. B2B E-Commerce
- L. Supply Chain Management And Collaborative Commerce

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes

At the completion of this course, students will be able to:

1. Analyze business issues, problems and opportunities in E-commerce. *
2. Apply informed judgments to ethical issues presented in electronic commerce. (GE-NJ ER)
*Embedded critical thinking

B. Course Learning Outcomes

At the completion of this course, students will be able to:

1. Differentiate between the major B2B and B2C Web-based business models
2. Describe the major forms of online marketing communications
3. Describe the different types of social networks and online communities and their business models
4. Develop a plan for an online business or service.
5. Discuss public policy issues regarding doing business over the Web

C. Assessment Instruments

1. Exams
2. Research papers
3. Written assignments (required)
4. Case analysis
5. Presentations/PowerPoint Presentations
6. Class participation/Online Discussions (required)

VII. Grade Determinants

- A. Exams
- B. Projects (required)
- C. Class participation
- D. Written assignments

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course include:

- A. lecture/discussion
- B. small-group work
- C. student presentations
- D. Internet exploration

VIII. Texts and Materials

Textbook: Author(s): Laudon, Kenneth & Carol Traver
Title: E-Commerce Essentials
Publisher: Pearson
Edition: latest

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

If taught as a traditional class, this course will require a CATT room, the use of the library and the Internet.

If taught as a Web-based course, this course will require the use of WebStudy, the Internet and the library.