BUSI 59B: E-BUSINESS

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2023
Units:	5
Hours:	5 lecture per week (60 total per quarter)
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- Students will demonstrate appropriate use of eCommerce terms and concepts.
- Students will critically analyze, evaluate and interpret relevant business situationsusing eCommerce concepts, problem-solving processes and decision-making frameworks.
- Students will demonstrate basic mastery of eCommerce by developing fundamental components of an eCommerce entity.

Description

Foundations and principles of electronic commerce and doing business on the internet. Topics include e-commerce models, value and supply chains, business strategy, electronic data interchange (EDI), electronic payments and digital currency, integrating channels of business (walk-in, mail, phone, internet), e-marketing, intranets and extranets, security risks and legal issues in e-commerce, and Electronic Document Management Systems (EDMS). Current topics about latest e-business trends are discussed, including peer-to-peer commerce, public and private exchanges, e-hubs and e-marketplaces, technology trends in enterprise computing, including web services and knowledge management, and global e-commerce infrastructure.

Course Objectives

The student will be able to:

1. Describe the fundamental concepts of e-commerce, including EDI, electronic payments, and B2B, B2C, and e-marketplace business models used in internet commerce and e-business
2. Explain the technical and business requirements of internet commerce, including security, encryption, payments, and legal considerations for operating a web-based business
3. Explain the technology infrastructure of co-location and data centers, web hosting providers, Commerce Service Providers (CSPs), Application Service Providers (ASPs), and network and telecommunications requirements
4. Explain how the relationships among global commerce, supply chain integration and the internet, extended enterprises and e-marketplaces, and global economic development are driving e-business

5. Describe how to keep informed on current developments in e-commerce

Course Content

1. Introduction to e-business and e-commerce management
   a. Definitions and statistics
   b. Demographics and markets
2. History and perspective
   a. Electronic business and market models
   b. Value and supply chain
   c. B2B - Business to Business
   d. B2C - Business to Consumer
   e. C2C - Consumer to Consumer
   f. Internet exchange and dynamic pricing
3. Market models in web business to business
   a. Retail
   b. Service
   c. Transactions
   d. Product marketing
   e. Customer care and support
4. Internet, telecommunications, and networking concepts
   a. Internet, intranets, extranets
   b. Networking and telecommunications concepts
   c. Web hosting, co-location, and back-end engineering
   d. Mobile computing, peer-to-peer networks
   e. Web services and distributed computing architectures
5. Introduction to WWW and internet commerce sites
   a. Evaluating commerce sites
   b. Physical goods and catalogs
   c. Software and purchase services
6. How modern corporations use electronic commerce
   a. Virtual enterprises/processes
   b. VMI - Vendor Managed Inventory
   c. EDI - Electronic Data Interchange
   d. SRC - Supplier Retailer collaboration
   e. BPO - Business Process Outsourcing
7. Encryption and digital certificates
   a. SSL, SHTTP, SET, and DES
   b. Digital certificates (VeriSign)
   c. Public key cryptography
   d. Flow charting an encrypted transaction
8. Payment and transaction mechanism
   a. SET - Secure Electronic Transactions
   b. Electronic payments on the internet
   c. EFT - Electronic Funds Transfer
   d. Micro commerce and digital cash
   e. Flowcharting an electronic transaction
9. Enterprise computing
   a. Building supply and value chains
   b. ERP - Enterprise Resource Planning
   c. NCA - Network Computing Architecture
   d. Building economic communities of interest
10. Electronic Document Management (EDMS) issues

a. What is a document?
b. Electronic documents and multimedia
c. XML and meta languages
d. EDMS to capture and protect enterprise information
11. Legal issues in electronic commerce
a. Jurisdiction issues and tort law
b. Contract issues in electronic commerce
c. Copyright and intellectual copyright
d. UCE (Unsolicited Commercial Email) and spam
e. Viruses, worms, Denial of Service (DOS) attacks

2. Answering questions on the current weekly assignment topic options for homework—students will pick an assignment option relating to their personal interest in e-business and applications of the principles learned to date
3. Website research on e-business, e-commerce, and cyberentrepreneur topics assigned in weekly labs and discussions
4. Weekly posting related to weekly assignment with extended topic information to forums discussions
5. Weekly work on their chosen project report topic area (e.g., business plan, e-commerce implementation initiative)

Discipline(s)

Business

Lab Content

Not applicable.

Special Facilities and/or Equipment

1. When offered on/off campus: classroom and laboratory with internet connectivity, including access to a web server and web browsers (Internet Explorer, Firefox, or other browser compatible with course management system).
2. When taught via Foothill Global Access on the internet: Students must have currently existing email accounts/email address and ongoing access computers with email software, GUI web browsing capability, FTP/telnet client programs, and access to the internet.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Business and internet concepts
1. In-class and/or online exercises and/or reports
2. Quizzes and exam(s)
3. Participation/interactivity in discussions
Technical mastery of internet concepts
1. Problem-solving and mini-projects

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lecture
Discussions (in-class/online)
Cooperative learning exercises
Demonstrations
Independent study
Industry guest lecturers/speakers

Representative Text(s) and Other Materials

Laudon and Travor. E-Commerce 2021: Business, Technology, Society, 16th ed.. 2020.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

1. Reading/studying weekly chapter material (50-75 pages) on e-business vocabulary, concepts, and practices