

## Course Competencies Template - Form 112

GENERAL INFORMATION			
Name: Teddie Laing	Phone #: 7-8418		
Course Prefix/Number: MAR 1720	Course Title: Introduction to E-Commerce		
Number of Credits: 3			
Degree Type	<input type="checkbox"/> B.A. <input type="checkbox"/> B.S. <input type="checkbox"/> B.A.S <input checked="" type="checkbox"/> A.A. <input checked="" type="checkbox"/> A.S. <input type="checkbox"/> A.A.S. <input checked="" type="checkbox"/> C.C.C. <input type="checkbox"/> A.T.C. <input type="checkbox"/> V.C.C		
Date Submitted/Revised: April 17, 2007	Effective Year/Term: 2007-1		
<input checked="" type="checkbox"/> New Course Competency <input type="checkbox"/> Revised Course Competency			
General Education courses must align with the General Education Outcomes. The above course links to the following outcome(s): <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Communication  <input checked="" type="checkbox"/> Numbers / Data  <input checked="" type="checkbox"/> Critical thinking  <input checked="" type="checkbox"/> Formulation of strategies  <input checked="" type="checkbox"/> Cultural / Global Perspective               </td> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Social Responsibility  <input checked="" type="checkbox"/> Ethical Issues  <input checked="" type="checkbox"/> Computer / Technology Usage  <input type="checkbox"/> Aesthetic / Creative Activities  <input type="checkbox"/> Environmental Responsibility               </td> </tr> </table>		<input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Numbers / Data <input checked="" type="checkbox"/> Critical thinking <input checked="" type="checkbox"/> Formulation of strategies <input checked="" type="checkbox"/> Cultural / Global Perspective	<input checked="" type="checkbox"/> Social Responsibility <input checked="" type="checkbox"/> Ethical Issues <input checked="" type="checkbox"/> Computer / Technology Usage <input type="checkbox"/> Aesthetic / Creative Activities <input type="checkbox"/> Environmental Responsibility
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Course Description (limit to 50 words or less, <b>must</b> correspond with course description on Form 102):  This is a foundation course in E-Commerce. Students will learn the elements of effective E-Commerce solutions, E-marketing, E-Accounting, E-Customer Service, and the development process. (3 hr. lecture)			
Prerequisite(s): N/A	Co-requisite(s): N/A		

**Course Competencies:**

Competency 1: The student will demonstrate knowledge of the historical implications of major technological change by:

1. Demonstrating knowledge of technological advances and change in the economy.
2. Describing how and why the Internet changes business practices.
3. Demonstrating knowledge of the various Internet business models and their profit centers.

Competency 2: The student will demonstrate knowledge of the present power shift and the resulting re-engineering of firms by:

1. Describing the power shift to the customer.
2. Describing the process to re-engineer firms.
3. Identifying the internal efficiencies in the new corporations.

Competency 3: The student will demonstrate knowledge of the similarities and differences between mainstream, traditional, and E-Commerce marketing by:

1. Comparing and differentiating between traditional and E-Commerce business.

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2. Comparing and differentiating between traditional and E-Commerce distribution.
3. Describing the key components of E-Commerce.
4. Describing the interaction between buyer and seller.
5. Identifying and explaining back end systems.

Competency 4: The student will demonstrate knowledge of business marketing models: business-to-business (B2B), business-to-consumer (B2C) and consumer-to-consumer (C2C) by:

1. Explaining and differentiating the key business-marketing models.
2. Describing the process involved in selecting a business-marketing model.
3. Describing the process involved in implementing a business-marketing model.
4. Demonstrating knowledge of the E-Commerce security environment.

Competency 5: The student will demonstrate knowledge of the unique marketing features of E-Commerce, including e-branding and loyalty, time to market, global sales channel, logistics and physical distribution, search engines, and 24/7 marketing by:

1. Listing the important aspects of marketing on the net.
2. Explaining branding names and customer loyalty and how they relate to E-Commerce.
3. Identifying the reasons for reduced time to market.
4. Explaining the global sales channel.
5. Identifying logistics and physical distribution concerns.
6. Describing marketing opportunities associated with 24/7 operations.
7. Identifying search engines and directories.
8. Explaining the importance of online classifieds, message boards, e-mails, newsletters, and links.
9. Demonstrating knowledge of infrastructure and computer technologies to include overall knowledge of networking and programming languages that are used for various purposes.

Competency 6: The student will be able to demonstrate knowledge of the ethical and legal issues dealing with cyber law, including issues relating to jurisdiction, copyright trademarks, online contracting, privacy, obscenity, and internet crime by:

1. Describing the uniqueness of cyber law.
2. Explaining E-Commerce jurisdiction issues.
3. Describing copyright issues.
4. Explaining trade name and domain issues.
5. Explaining online contracting and its implications.
6. Describing how cyber law deals with privacy.
7. Describing how Federal statutes deal with obscenity.
8. Identifying issues relating to internet crime.
9. Describing the implications of taxes as related to E-Commerce.

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Competency 7: The student will be able to demonstrate knowledge of the fulfillment channel network and identify successful fulfillment channels, including customer expectations, shipping options, escrow and credit, fulfillment supply chain, and fulfillment solutions by:

1. Identifying successful fulfillment channels.
2. Explaining customer expectations.
3. Describing shipping options.
4. Describing escrow and credit rating companies.
5. Describing the electronic fulfillment supply chain.
6. Explaining supply chain management.
7. Finding electronic fulfillment options.

Competency 8: The student will demonstrate knowledge of the accounting and financial management requirements, including cash flow planning, accounts payable, online procurement systems, asset management, inventory, and general ledger systems by:

1. Describing the uniqueness of E-Accounting.
2. Explaining major issues dealing with accounting and financial management for E-Commerce.
3. Describing cash flow planning.
4. Describing accounts payable for E-Commerce.
5. Describing online procurement systems.
6. Explaining asset management.
7. Describing inventory concerns in E-Commerce.
8. Describing electronic general ledger systems.

Competency 9: The student will demonstrate knowledge of the unique nature of electronic customer service, including creating personal relationships via the Internet and customer care strategies by:

1. Describing the importance of customer service in an electronic setting.
2. Explaining methods of establishing a personal relationship via the Internet.
3. Describing the importance of e-mail response.
4. Describing the customer care industry and listing examples.
5. Explaining the customer care application framework.
6. Developing effective customer care strategies.

Competency 10: The student will be able to demonstrate knowledge of the web site development process including the design, needs determination, and definition of the site's purpose by:

1. Describing the site development process.
2. Explaining needs and objectives.
3. Designing a viable solution.
4. Implementing the solution.

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5. Evaluating how to maintain and update the solution.

Competency 11: The student will be able to demonstrate knowledge of identifying decision-makers, key clients, and their E-Commerce goals, including the competitor's products and the value of an E-Commerce solution for their clients by:

1. Identifying key clients and evaluating their business goals.
2. Identifying decision-makers.
3. Describing project goals and objectives.
4. Describing purchasing patterns of the target user.
5. Explaining the value of an E-Commerce solution.
6. Demonstrating knowledge of database creation and management and how they affect the E-Business model.

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