

## **COURSE OUTLINE—NEW COURSE FOR BAS ORGANIZATIONAL MANAGEMENT ISM4480—PRINCIPLES OF ELECTRIC COMMERCE**

### **I. COURSE NUMBER AND TITLE**

ISM4480 Principles of Electronic Commerce

### **II. COURSE DESCRIPTION**

ISM4480 is a 3 credit hour course designed to familiarize students with management approaches to effectively define and implement e-commerce systems. The course addresses the digital economy, e-commerce strategy, marketing, e-commerce models, and management and regulatory issues.

### **III. RATIONALE**

The Bachelor of Applied Science in Organizational Management (BAS OM) program is designed to equip students with technical and applied management skills, enabling them to enhance the productivity and efficiency of organizations. ISM4480 is a required course for completion of the Information Technology Management concentration in the BAS OM program and will develop practical digital commerce management skills. Students will enroll in this course during their second year in the program.

### **IV. IMPACT ASSESSMENT**

This is a required course for students focusing in the Information Technology Management concentration. Prerequisites: MAN3930, at minimum an AA or AS degree, college admission requirements, and admission to the OM degree program, or with departmental permission. The course will require additional course loads for existing faculty or the hiring of part-time faculty.

### **V. COURSE LEARNING OUTCOMES (OM Program Outcome)**

1. Develop the skills to manage opportunities and challenges of e-commerce business models and the underlying technologies used to implement e-commerce systems. (IT #1)

### **VI. GENERAL OBJECTIVES OF THE COURSE**

1. Develop skills to design and manage effective e-commerce systems, including content management, applications, and infrastructure.
2. Analyze common e-commerce strategies and marketing techniques.
3. Demonstrate and understanding of e-commerce models, including business to business and business to consumers.

4. Examine electronic payment methods, internet fraud, security technology, and mobile e-commerce.
5. Evaluate the domestic and global regulatory environment of e-commerce.

## **VII. TOPICAL OUTLINE**

1. E-commerce Business Models and Concepts
2. E-commerce Infrastructure: The Internet, Web, and Mobile Platform
3. Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps
4. E-commerce Security and Payment Systems
5. E-commerce Marketing Concepts: Social, Mobile, and Local
6. E-commerce Marketing Communications
7. Ethical, Social, and Political Issues in E-commerce
8. Online Retailing and Services
9. Online Content and Media
10. Social Networks, Auctions, and Portals
11. B2B E-commerce: Supply Chain Management and Collaborative Commerce

## **VIII. SUGGESTED METHODS OF INSTRUCTION**

1. Lecture
2. Case studies
3. Online resources

## **IX. SUGGESTED METHODS OF EVALUATION**

1. Quizzes
2. Individual projects
3. Class discussions
4. Exams

## **X. TEXTBOOK**

Laudon, K.C. and C.G. Traver. 2012 *E-commerce: Business. Technology. Society*. 9<sup>th</sup> ed, Prentice Hall, ISBN-10: 0132730359