

CS/IS255 : Introduction To Ecommerce/Ebusiness

General Information

Author:	<ul style="list-style-type: none">James Miketta
Course Code (CB01) :	CS/IS255
Course Title (CB02) :	Introduction To Ecommerce/Ebusiness
Department:	CSIS
Proposal Start:	Spring 2025
TOP Code (CB03) :	(0709.10) E-Commerce (technology emphasis)
CIP Code:	(52.0208) E-Commerce/Electronic Commerce.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	Yes
Course Control Number (CB00) :	CCC000189729
Curriculum Committee Approval Date:	05/08/2024
Board of Trustees Approval Date:	06/18/2024
Last Cyclical Review Date:	05/08/2024
Course Description and Course Note:	CS/IS 255 is a course designed to acquaint the student with Electronic Commerce. This course focuses on the fundamentals of doing business on the Internet. It includes hardware and software requirements, security strategies, payment systems, business strategies and integration with existing business systems.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit
Author:	No value

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Computer Information Systems (Computer network installation, microcomputer technology, computer applications)
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08) Course is not a basic skills course.	Course Special Class Status (CB13) Course is not a special class.	Grading Basis <ul style="list-style-type: none">Grade with Pass / No-Pass Option
<input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	Pre-Collegiate Level (CB21) Not applicable.	Course Support Course Status (CB26) Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	0
Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54
Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
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No Value	No Value	No Value	No Value
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Pre-requisites, Co-requisites, Anti-requisites and Advisories

Advisory

CABOT206 - Macintosh Basics (in-development)

Objectives

- Manage files, folders, disk storage systems; also include cloud storage systems, e.g., Apple iCloud.

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction	Lecture
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Methods of Instruction	Multimedia
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Methods of Instruction	Demonstrations
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Out of Class Assignments

- Projects (e.g. Building a Web presence)
- Student presentations (e.g. Business plan presentation)

Methods of Evaluation**Rationale**

Exam/Quiz/Test

Labs (i.e. deploy AWS Elastic Beanstalk)

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm

Textbook Rationale

No Value

Textbooks**Author****Title****Publisher****Date****ISBN**

Gary Schneider

Electronic Commerce

Cengage

2017

978-1305867819

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Apply the marketing techniques to sample web site.

Describe the business, hardware, and software resources needed.

Discuss the security details of ecommerce.

Explain on how to establish and maintain an electronic commerce business and any legal issues.

SLOs

Explain the marketing techniques for electronic commerce business.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>CSIS</i> Information Technology - A.S. Degree Major	Demonstrate an understanding of ethical concern associated with information technology including access, reliability, legal, ethical, and accuracy; identify types of computer crime; select, access, and use appropriate sources. Demonstrate installing, configuring, and maintaining computer and mobile devices, including diagnosing, resolving, and documenting common hardware and software.
<i>CSIS</i> Information Technology Certificate	Demonstrate an understanding of ethical concern associated with information technology including access, reliability, legal, ethical, and accuracy; identify types of computer crime; select, access, and use appropriate sources. Demonstrate installing, configuring and maintaining computer and mobile devices, including diagnosing, resolving and documenting common hardware and software.
<i>CSIS</i> Computer Science - A.S. Degree Major	Prepare a software project to implement a single scientific, mathematical, business, or technical function.
<i>CSIS</i> Computer Science - Certificate	Prepare a software project to implement a single scientific, mathematical, business, or technical function.
<i>CSIS</i> Computer Software Technician	demonstrate the ability to independently create, save, modify and print a document using a word processing program and appropriate assistive technology
<i>CSIS</i> Web Development - A.S. Degree Major	use industry standard tools and techniques to produce, publish and maintain Web sites and Web content.
<i>CSIS</i> Web Development - Certificate	use industry standard tools and techniques to produce, publish and maintain Web sites and Web content.

Describe the legal aspects of electronic commerce business.

Expected Outcome Performance: 70.0

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Identify the hardware and software components used in ecommerce.

Expected Outcome Performance: 70.0

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Course Content

Lecture Content

Introduction (2 hours)

- Review how to use email
- Review how to use a web browser
- Review how to do basic research on the web

Business Strategies (20 hours)

- Revenue models
- Building a Web presence
- Marketing on the Web
- Ebusiness models
- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- "Click and mortar" (both Web and conventional business models)
- Auctions
- Web portals
- Ecommerce environment
- Legal issues
- Ethical issues
- Sales tax issues

Technologies (16 hours)

- Web server hard ware and software
- Ecommerce software
- Security
- Threats
- Implementing security
- Payment systems

Integration with Conventional Business (6 hours)

Avoiding Problems and Pitfalls (10 hours)

- Business planning
- Break-even analysis

Total Hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value