

**EL DORADO UNION HIGH SCHOOL DISTRICT  
Educational Services**

**Course of Study Information Page**

Course Title: E-Commerce (#486)	
Rationale: A continuum of courses, including advanced classes in computer technology is needed. At Union Mine, the 4x4 schedule creates an immediate need for additional elective options. This course provides the opportunity for students to increase their technical skills through a year long (one term) course. In addition, this course offers students the opportunity to explore E-Commerce as a possible career option.	
Course Description: This course provides an introduction to the field of E-Commerce. Using a case-based approach, students will learn the fundamentals of E-Commerce through real-life business scenarios. Students will be required to create a portfolio of their work for prospective employers.	
How Does This Course Align With or Meet State and District Content Standards? The currently adopted District Technology Standards support this course. (See El Dorado County Technology Competencies: Grades 9-12). In addition, the Language Arts Standards and the National Technology Standards from ISTE also support this type of course. Further, the District's Strategic Plan supports the integration of School-to-Career components within courses of study (See Focus Group - School-to-Career). Finally, this course introduces students to a relatively new field of employment with incredible opportunities for employment.	
Length of Course:	One term at UMHS; One Semester at all other sites
Grade Level:	10-12
Credit: <input checked="" type="checkbox"/> Number of units <u>10 @ UMHS; 5 per Semester @ all other sites</u> <input type="checkbox"/> Meets graduation requirements <input type="checkbox"/> Request for UC "a-f" requirements <input type="checkbox"/> College Prep <input checked="" type="checkbox"/> Elective <input type="checkbox"/> Vocational	
Prerequisites:	Computer Technology 473 (UMHS) or two semesters of Computer Technology (EDHS, PHS, ORHS, IHS) and the year-long Web Page Authoring and Creation course or two semesters of Web Page Authoring at EDHS, ORHS, PHS and IHS
Department(s):	Business
District Sites:	All
Board of Trustees Adoption Date:	January 23, 2001
Textbook(s)/Instructional Materials	Gary P. Schneider and James T. Perry, <i>Electronic Commerce</i> , Second Edition, Course Technology, 2001
	CNN Video E-Commerce, CNN
Date Adopted by the Board of Trustees:	May 8, 2001

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**Course Title: E-COMMERCE**

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Department: Business/Technology  
 Course Title: E-Commerce

UNIT #1 : What is Electronic Commerce?

GOAL: Students will be introduced to the concept of E-Commerce

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Investigate the differences between traditional commerce and electronic commerce	Read the section in the textbook and review the examples given Using the Internet investigate vendors selling flowers online. Using the yellow pages from the phone book, contact several local businesses selling flowers. Compare and contrast their methods for doing business
Examine the features of the Internet and the World Wide Web that make electronic commerce possible	Read the section in the textbook and review the examples given Compare and contrast the role of the buyer and seller in traditional business transactions and on the Internet
Analyze value chains to identify electronic commerce opportunities	Read the section in the textbook and review the examples given Visit Amazon.com and review the products they sell to see if you can determine their value chain
Understand key terms	Create a database on the computer with key terms and definitions
Identify how businesses sell products and services on the Web	Read the section in the textbook and review the examples given List the advantages and disadvantages of doing business on the Web Visit several well known companies on the Web and list how their techniques for doing business differ from their store front operations
Identify purchasing, logistical and business support activities on the Web	Read the section in the textbook and review the examples given
Learn about the new types of business opportunities that electronic commerce makes possible	Read the section in the textbook and review the examples given
Demonstrate an understanding of the topics in this union	Complete the Quick Check Questions and the case problems
Create a portfolio	Complete a Summary Portfolio Sheet for each activity
Find a Business Coach	Locate, with your instructor's help, a Business Coach to advise you during this class Schedule regular meetings to review your portfolio

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UNIT #2 : Creating a Successful Web Presence

GOAL: Students will be introduced to designing a user interface and promoting an electronic commerce web site

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Explore web sites that have an effective business presence	Read the section in the textbook and review the examples given Visit the suggested web sites and list the techniques that they use which are effective and not effective
Learn about web promotional techniques used by businesses	Read the section in the textbook and review the examples given Visit the for-profit and non-profit sites listed in the book Compare the techniques that are used in both types of web sites
Understand how to meet the needs of web site visitors	Read the section in the textbook and review the examples given List the reasons people visit web sites
Explore usability testing in web site design	Read the section in the textbook and review the examples given Visit the "Webby" Awards site and review the criteria used to judge the quality of a web site and the award winning sites Create a list of factors that should be considered when designing a business web site
Understand key terms	Record, define and update key terms in your computer database
Identify and reach customers on the web	Read the section in the textbook and review the examples given Detail the differences between the customer relationship on the web and in a traditional business relationship
View marketing approaches that work	Read the section in the textbook and review the examples given
Understanding elements of branding	Read the section in the textbook and review the examples given Examine the difference between emotional branding and rational branding and create a list of companies that represent both types

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Understanding branding strategies and costs	Read the section in the textbook and review the examples given
Demonstrate an understanding of the topics in this unit	Complete the Quick Check Questions and the case problems
Add to your portfolio	Complete a Summary Portfolio Sheet for each activity
Meet with your Business Coach	Schedule regular meetings with your Business Coach to review your portfolio

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**UNIT #3 : Building an Online Store**

**GOAL:** Students will be introduced to commerce infrastructure and software choices in building an online store

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Explore the client/server infrastructure that supports electronic commerce	Read the section in the textbook and review the examples given Visit the various web server software web sites listed in the chapter and create a list detailing their advantages and disadvantages
Investigate the costs of building an online store	Read the section in the textbook and review the examples given Using a spreadsheet analyze the cost of a web hosting service vs. software options
Learn about some basic electronic commerce software functions	Read the section in the textbook and review the examples given
Design a promotion of their online store using advertisements, banner exchange programs and search engines	Read the section in the textbook and review the examples given Create an advertisement, banner and the requisite HTML metatags to promote your business to the typical search engine
Build a Yahoo Store	Read the section in the textbook and review the examples given Following the directions on the web site, open a Yahoo store and populate your catalog, create your information page, navigation links, publish your store and visit your store
Build a Bigstep Store	Read the section in the textbook and review the examples given Following the directions on the web site, open a Bigstep store and populate your catalog, create your information page, navigation links, publish your store and visit your store How do the two services compare? How are they different?
Understand key terms	Record, define and update key terms in your computer database
Demonstrate an understanding of the topics in this unit	Complete the Quick Check Questions and the case problems

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Add to your portfolio	Complete a Summary Portfolio Sheet for each activity
Meet with your Business Coach	Schedule regular meetings with your Business Coach to review your portfolio

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UNIT #4 : Electronic Commerce Security

GOAL: Students will be introduced to the techniques for creating a secure commerce environment

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Explore the threats to electronic commerce	Read the section in the textbook and review the examples given Conduct an Internet search for articles on threats to electronic commerce
Learn how privacy threats can affect your electronic commerce business and your customers' perception of your storefront	Read the section in the textbook and review the examples given Explore the concept of cookies and how to add them to your web site Visit the Electronic Privacy Information center and review their list of the top 100 web sites and how well they protect the consumer's privacy
Uncover typical sources of secrecy, integrity and delay/denial threats	Read the section in the textbook and review the examples given Investigate sniffer programs and sites Visit the Archive of Hacked Websites web site Investigate current worms and viruses
Discover security protection techniques that will maintain customer privacy, keep transactions confidential, thwart eavesdropping, and ensure customer identification and authentication	Read the section in the textbook and review the examples given Design a security policy for your storefront
Investigate the role of encryption in maintaining confidentiality	Read the section in the textbook and review the examples given Investigate the various software options available to protect your web site
Use message digests to provide integrity assurance	Read the section in the textbook and review the examples given
Examine intellectual property protection issues	Read the section in the textbook and review the examples given Visit the U.S. Copyright Office Home Page and view the section on how to investigate a copyright
Understand key terms	Record, define and update key terms in your computer database
Demonstrate an understanding of the topics in this unit	Complete the Quick Check Questions and the case problems
Add to your portfolio	Complete a Summary Portfolio Sheet for each activity



OBJECTIVES	SUGGESTED ACTIVITIES
The student will: Meet with your Business Coach	Schedule regular meetings with your Business Coach to review your portfolio

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**UNIT #5: Electronic Payment Systems**

**GOAL:** Students will be introduced to the process for accepting and processing customer payments on the web

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Learn about the different types of online payment options	Read the section in the textbook and review the examples given Investigate script, flooz, beenz, electronic checks, cyberCash, merchant accounts and credit cards Determine the advantages and disadvantages of each
Investigate the use of online gift certificates for consumers and merchants	Read the section in the textbook and review the examples given
Examine how some merchants use rewards to encourage people to visit and purchase items from their web sites	Read the section in the textbook and review the examples given
Examine how online credit cards are processed and identify the parties involved in these transactions	Read the section in the textbook and review the examples given
Identify different types of electronic cash systems	Read the section in the textbook and review the examples given List the steps in an electronic cash transaction
Explore the differences between smart cards and stored-value cards and how to use them	Read the section in the textbook and review the examples given
Install and use an electronic wallet	Read the section in the textbook and review the examples given Select one of the electronic wallet options such as the Microsoft Passport, and install it
Understand key terms	Record, define and update key terms in your computer database
Demonstrate an understanding of the topics in this unit	Complete the Quick Check Questions and the case problems
Add to your portfolio	Complete a Summary Portfolio Sheet for each activity
Meet with your Business Coach	Schedule regular meetings with your Business Coach to review your portfolio

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UNIT #6: International, Legal and Ethical Issues

GOAL: Students will be introduced to the problems and issues of conducting electronic commerce in a global business environment

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Examine examples of web sites that conduct international electronic commerce	Read the section in the textbook and review the examples given Examine how the issue of language is dealt with on the web by conducting a search for language translation services
Examine some of the cultural issues that affect businesses conducting electronic commerce	Read the section in the textbook and review the examples given Research current cultural issues with web commerce and create a presentation on a topic of your choice related to this issue
Examine laws that govern electronic business	Read the section in the textbook and review the examples given Determine which US agency regulates trade on the web and visit their web site to investigate how they handle the sale of alcohol on the web. Write a one page summary of your findings
Explore contracts and contractual issues in electronic commerce	Read the section in the textbook and review the examples given Visit a web site that hosts or links to the Uniform Commercial Code and write a summary of how this code affects business transactions
Examine the issues of trademark infringement, deceptive trade practices, and the regulation of advertising and solicitation activities	Read the section in the textbook and review the examples given Identify the process for registering a trademark or patent
Examine ethical issues that arise for companies conducting electronic commerce	Read the section in the textbook and review the examples given Design standards for the ethical use of the Internet for online business
Examine the taxes that are levied on businesses conducting electronic commerce	Read the section in the textbook and review the examples given Detail the taxes that a typical online business must pay
Understand key terms	Record, define and update key terms in your computer database
Demonstrate an understanding of the topics in this unit	Complete the Quick Check Questions and the case problems

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Add to your Portfolio	Complete a Summary Portfolio Sheet for each activity
Meet with your Business Coach	Schedule regular meetings with your Business Coach to review your portfolio

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UNIT #7 : Careers in Electronic Commerce

GOAL: Students will be introduced to a variety of career options in the field of electronic commerce

OBJECTIVES	SUGGESTED ACTIVITIES
The student will:	
Explore career opportunities in electronic commerce	Read the section in the textbook and review the examples given Create a list of potential job categories and then investigate two or three of them using Internet resources
Discover the different technology careers in electronic commerce	Read the section in the textbook and review the examples given Create a list of potential job categories and then investigate two or three of them using Internet resources
Discover the different business careers in electronic commerce	Read the section in the textbook and review the examples given Create a list of potential job categories and then investigate two or three of them using Internet resources
Examine electronic commerce careers that combine business and technology skills	Read the section in the textbook and review the examples given Create a list of potential job categories and then investigate two or three of them using Internet resources
Examine the different types of electronic commerce employers	Record, define and update key terms in your computer database Create a list of potential employers and investigate their current employees rating of them as potential employers
Understand key terms	Record, define and update key terms in your computer database
Add to your Portfolio	Complete a Summary Portfolio Sheet for each activity
Meet with your Business Coach	Schedule regular meetings with your Business Coach to review your portfolio