Wayne County Community College District

COURSE SYLLABUS

CIS 250 E-Commerce Strategies and Practices

CREDIT HOURS: 3.00

CONTACT HOURS: 45.00

COURSE DESCRIPTION:
The E-Commerce Strategy and Practices course teaches students how to conduct business online and how to manage the technological issues associated with constructing an electronic-commerce website. Students will implement a genuine transaction-enabled business-to-consumer website, examine strategies and products available for building electronic-commerce sites, examine how such sites are managed, and explore how they can complement an existing business infrastructure. Students get hands-on experience implementing the technology to engage cardholders, merchants, issuers, payment gateways and other parties in electronic transactions.

PREREQUISITES: CIS 110, CIS 241

EXPECTED COMPETENCIES:
Upon completion of this course, the student will be familiar with:
- Select an appropriate e-commerce strategy for a chosen business
- Perform appropriate research for writing a Strategic Brief including a business plan.
- Prioritization of marketing goals, a competitive analysis, user requirements, and branding strategy.
- Identify the appropriate online features for a chosen business model.
- Design a site based on the desired content, functionality, and look.
- Oversee the creation of the above mentioned site.
- Gather information from customers for the purposes of maintaining and upgrading the functionality and content.

ASSESSMENT METHODS:
Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:
90%-100% = A
80%-89.9%= B
70%-79.9%= C
60%-69.9%= D
<60% = E