Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems
Course Prefix/Number: MKTG 479
Course Title: The Technology of E-Business
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description: This course examines the linkage of organizational strategy and electronic methods of delivering products, services and exchanges in inter-organizational, national, and global environments. Information technology strategy and technological solutions for enabling effective business processes within and between organizations in a global environment are considered. Credit for both CIS 479 and MKTG 479 will not be awarded.

II. Prerequisites: CIS 103 or 300

III. Expanded Course Description: Audience: CIS majors and some minors, and students from other business disciplines. This course is designed to familiarize individuals with current and emerging electronic commerce technologies using the Internet. Topics include Internet technology for business advantage, managing electronic commerce funds transfer, reinventing the future of business through electronic commerce, business opportunities in electronic commerce, electronic commerce Web site design, social, political and ethical issues associated with electronic commerce, and business plans for technology ventures. The purpose of this course is to educate a new generation of managers, planners, analysts, and programmers of the realities and potential for electronic commerce.

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).

Knowledge:
- Explain electronic economics
- Describe various business models
- Differentiate among various technology architectures for electronic business
- Explain the role of supply chain management
- Describe factors relevant to consumer behavior within electronic environments
- Explain legal and ethical issues related to e-business
Identify key issues related to information privacy and security
Explain disaster planning and recovery techniques
Explain the importance of user-centered site design
Explain the roles of EDI, payment systems, support for inbound and outbound logistics within the context of systems development for e-business applications

Skill:
Conduct a SWOT analysis
Conduct a value chain analysis
Demonstrate e-commerce solution planning
Design an e-commerce storefront with payment options

Value:
The importance of universal accessibility
The importance of copyright and intellectual property laws
Ethical and security issues

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Requirements
b) Required Text(s)
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure of give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.