



TECHNICAL COLLEGE OF THE LOWCOUNTRY

Technical College of the Lowcountry
921 Ribaut Rd.
Beaufort, SC 29901

Business Technology Division
Building 14, Room 116
843-525-8278

BUS 210 **Introduction to E-Commerce in Business**

Course Description

This course is study of electronic commerce and the operations and applications from the business perspective. Emphasis is placed in business concepts and how they apply to the process of buying and selling goods and services online.

Prerequisites: BUS 101, MKT 101
3 Cr (3 lect/pres, 0 lab, 0 other)

Course Focus

Focus on how to participate in, lead, and manage discussions of e-commerce in business to support and produce optimal business results.

Text and References

Textbook information and supplemental material for this course can be found on our TCL Bookstore website at:
<http://bookstore.tcl.edu/SelectTermDept>

Course Goals

The following list of course goals will be addressed in the course.

1. Describe the major types of e-commerce
2. Identify and describe the unique features of e-commerce technology and discuss their business significance
3. Define e-commerce and describe how it differs from e-business
4. Identify the key components of e-commerce business models
5. Understand key business concepts and strategies applicable to e-commerce
6. Discuss the origins of the Internet
7. Analyze impact of the mobile platform and cloud computing
8. Explain the current structure of the internet
9. Analyze how the web works
10. Recognize how Internet and Web features and services support e-commerce
11. Illustrate an understanding of the questions you must ask and answer, and the steps you should take in developing an e-commerce presence
12. Interpret the important considerations involved in developing a mobile website and building mobile applications
13. Explain the process that should be followed in building an e-commerce presence
14. Outline the additional tools that can improve Web site performance
15. Evaluate the scope of e-commerce crime and security problems
16. Describe the major e-commerce payment systems in use today
17. List the key security threats in the e-commerce environment
18. Interpret the main technologies that support online marketing
19. Demonstrate an understanding of the key features of the Internet audience

20. Describe search engine optimization
21. Detail the term online advertising
22. Identify the various types of search engine advertising
23. Explain a banner ad
24. List the different types of video ads
25. Recognize the term affiliate marketing
26. Demonstrate an understanding of viral marketing
27. Discuss the basic concepts of consumer behavior
28. Understand the difference between traditional online marketing and the new social-mobile-local platforms
29. Perform an analysis of the size and growth of social, local, and mobile marketing
30. Identify the key elements of a mobile marketing campaign including app and in-app marketing
31. Define location-based marketing
32. Define geo-fencing, geo-social-based services, and geo-targeting
33. Discuss the main ethical, social, and political issues raised by e-commerce
34. Analyze the unique features of e-commerce technology
35. Describe the Internet's major information-gathering tools and their impact on privacy
36. List the types of intellectual property protection
37. Explain how to analyze the economic viability of an online firm
38. Summarize the environment in which the online retail and services sector operates today
39. Define economic viability
40. Outline the major trends in the consumption of media and online content, and the major revenue models for digital content delivery
41. Differentiate between the major issues affecting the online publishing and entertainment industries
42. Explain the difference between a traditional social network and an online social network
43. Evaluate the major types of auctions, their benefits, risks and costs, and how they operate
44. Define enterprise system

Student Contributions

Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class and participation in class discussions greatly enhances the learning experience for all students.

Course Evaluation

This class will have exams, projects, assignments and quizzes during the course. Each exam will be based on textbook assignments, lecture material, and classroom discussions from the period preceding the exam. The student must earn a grade of C or better in order to pass the course.

The grading scale is as follows:

- A = 92 to 100,
- B = 80 to 91,
- C = 70 to 79,
- D = 60 to 69.
- F = Below 60

Course Schedule

This course is offered on-line. Course assignments will be posted via Blackboard; all assignments will be submitted via Blackboard. Course content will be taught in the order that can be found on the syllabus addendum tentative schedule.

ADA STATEMENT

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

ACADEMIC MISCONDUCT

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student's responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the *TCL Student Handbook*, the Division Office, and the Learning Resources Center.

ATTENDANCE

The College's statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
 - Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
 - Reinstatement requires the signature of the division dean.
 - In the event it becomes necessary for a student to withdraw from the course **OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork.** Withdrawing from class may have consequences associated with financial aid and time to completion.
 - When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor **MUST** withdraw the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance
- or
- under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.
 - Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.
 - A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.
 - A copy of TCL's STATEMENT **OF POLICY NUMBER:** 3-1-307 CLASS ATTENDANCE (WITHDRAWAL) is on file in the Division Office and in the Learning Resources Center.

ONLINE ATTENDANCE PROCEDURE

For all online courses, students must complete an assignment designated by the instructor during the first week of classes. The instructor will drop the student from the course if the initial assignment is not completed.

Instructors will withdraw students from the class when 90% attendance is not maintained. Attendance in an online course is defined by regular course access and by timely completion of assignments as required by the instructor. Each student will be expected to access the web class at least once a week and complete 90% of assignments on time. Additional access is encouraged and may be necessary for successful completion of classes.

Failure to log in and complete assignments will result in the student being withdrawn from the course. The instructor will assign a grade of "W," "WP," or "WF" based upon the student's academic standing as the last date of attendance, which is the last login. Students are responsible for any financial matters associated with an administrative withdrawal. If a student fails to email the instructor (using the my.tcl.edu email account) requesting to be dropped from the course and has not submitted the initial assignment required during the first week of class, the instructor will assign a "Never Attended" code in the student information system (web-advisor) no later than ten calendar days after the first day of the class. Students who are dropped as a result of never attending the course are still responsible for all fees associated with the course.

HAZARDOUS WEATHER

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVA 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

EMERGENCY TEXT MESSAGE ALERT

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancellations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on "emergency TextAlert at TCL" and fill out the form or go to www.tcl.edu/textalert.asp

GRADING METHODOLOGY

The final grade must be 70 or more (a grade "C" or better) in order to pass the course and progress to the next course. Students absent from an examination or presentation will receive a "0" grade for the examination unless other arrangements are made with the individual instructor prior to the examination or presentation day or on the examination or presentation day before the test/presentation is scheduled to be given.

The student is responsible for notifying the instructor for the reason of the absence. It is also the responsibility of the student to contact the appropriate instructor to arrange to make up the examination. Arrangements may be completed by telephone.

If the instructor is not available, a message should be left on the instructor's voice mail AND with another member of the faculty or administrative assistant. The make-up exam will be scheduled and the instructor will decide the method of examination. Messages sent by other students are unacceptable.

STATEMENT OF NON - DISCRIMINATION

The Technical College of the Lowcountry is committed to a policy of equal opportunity for all qualified applicants for admissions or employment without regard to race, gender, national origin, age, religion, marital status, veteran status, disability, or political affiliation or belief.

Syllabus Safety Addendum

Purpose

The purpose of this safety addendum is to provide each student with safety guidelines during an incident, emergency, or disaster at TCL. In addition, it provides students guidelines for lockdown procedures, evacuation procedures, and active shooter.

Definition

An incident is any event, potential or actual, that may impact normal operations but has no immediate health or life threatening consideration or serious effect on the overall functional capacity of the College. An event of this nature should be reported to the Office of the Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

An emergency is any incident, potential or actual, which may endanger life or health or which affects an entire building or buildings, and will disrupt the overall operations of the College. Outside emergency services will probably be required, as well as major efforts from campus support services. Major policy considerations and decisions will usually be required from the college administration during times of crises. An emergency should be reported immediately by directly using **911** if life or health/injury considerations exist and then to the Office of the President or Vice President for Administrative Services as quickly as possible. Also notify the off-site campus administrator if applicable.

A disaster is any event or occurrence that has taken place and has seriously impaired or halted the operations of the College. In some cases, mass personnel casualties and severe property damage may be sustained. A coordinated effort of all campus-wide resources is required to effectively control the situation. Outside emergency services will be essential. In all cases of disaster, an Emergency Control Center will be activated, and the appropriate support and operational plans will be executed. The disaster should be immediately reported, first by calling **911** and then to the Office of the President or Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

Types of Emergencies

- Hurricane
- Tornado
- Fire
- Biochemical or Radiation Spill
- Explosion/Bomb
- Downed Aircraft (crash which directly impacts campus operations)
- Utility Failures
- Violent or criminal behavior
- Psychological Crisis

Procedures

Active Shooter

Run/hide/fight (<http://www.fbi.gov/about-us/cirg/active-shooter-and-mass-casualty-incidents/run-hide-fight-video>)

Building Evacuation

1. Building evacuations occur when an alarm sounds and/or upon notification by Security or the Emergency Director.
2. When the building evacuation alarm is activated during an emergency, individuals should exit according to the building evacuation plan and alert others to do the same.

3. Once outside, individuals should proceed to a clear area that is at least 500 feet away from the affected building. Streets, fire lanes, hydrant areas and walkways should be kept clear for emergency vehicles and personnel.
4. Individuals should not return to an evacuated building unless told to do so by Security or the Emergency Director.
5. Individuals should assist persons with disabilities in exiting the building. Elevators are reserved for disabled persons

Campus Evacuation

1. A uniformed Security Guard, the Emergency Director, or an Emergency Resource Team member will announce evacuation of all or part of the campus grounds.
2. All persons (students and staff) are to immediately vacate the campus, or in the case of a partial evacuation relocate to another part of the campus grounds as directed.

Lockdown

1. Clear the halls
2. Report to the nearest classroom/office
3. Assist those needing special assistance
4. Ensure classroom/office doors are closed and locked
5. Turn off lights
6. Stay away from doors and windows (out of the line of sight)
7. BE QUIET and follow instructor's directions
8. Silence cell phones
9. Wait for the "All Clear" before leaving

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