

WEBD321

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Description

Course Description: This course is a study of Web e-commerce development and how businesses and organizations may use the Web to buy and sell products and services online. The course begins with some basic introductory concepts and progresses into more advanced topics regarding the subject. The course will cover both conceptual and scenario based exercises, thus enabling students to experience the maximum amount of comprehension and retention of material covered in the course.

Course Scope:

The student will be able to comprehend Web e-commerce development as a model with three types of e-commerce systems defined by B2B (business-to-business) commerce, B2C (business-to-consumer), and C2C (consumer-to-consumer).

Objectives

After successfully completing this course, you will be able to

1. Define E-commerce and discuss current and future trends.
2. Explain how internet law affects E-commerce,
3. Outline current e-commerce marketing goals.
4. Explain website usability and its contributing factors.
5. Explain Electronic Data Interchange (EDI) and how it affects E-commerce.
6. Describe how e-business affects current business.
7. Examine the different E-commerce software options and weigh their advantages and disadvantages.
8. Examine the customization of an e-commerce site with a product catalog using software applications.
9. Apply the concept of payment gateway for transaction processing.
10. Summarize major components of E-commerce security

Outline

Week 1:

Topic

Electronic Commerce/Law and the Internet

Learning Objectives

Define E-commerce and discuss current and future trends

Explain how internet law affects E-commerce

Readings

Lesson 1 and Lesson 2

Assignment

Introduction Forum

Week 1 Forum

Week 1 Assignment

Week 1 Quiz

Week 2:

Topic

Web Marketing Goals/Online Product Promotions

Learning Objectives

Outline current e-commerce marketing goals

Readings

Lesson 3 and Lesson 4

Assignment

Week 2 Forum

Week 2 Assignment

Week 2 Quiz

Week 3:

Topic

Site Usability/ Customer Relationship Management

Learning Objectives

Explain website usability and its contributing factors.

Explain Electronic Data Interchange (EDI) and how affects E-commerce.

Readings

Lesson 5 and Lesson 6

Assignment

Week 3 Forum

Week 3 Assignment

Week 3 Quiz

Week 4:

Topic

Business-to- Business Frameworks/ E-Commerce Site Creation Packages-Outsourcing

Learning Objectives

Describe how e-business affects current business

Readings

Lesson 7 and Lesson 8

Assignment

Week 4 Forum

Week 4 Assignment

Midterm Project

Week 5:

Topic

E-Commerce Site Creation Sites/Site Development Software Implementation

Learning Objectives

Examine the different E-commerce software options and weigh their advantages and disadvantages

Readings

Lesson 9 and Lesson 10

Assignment

Week 5 Forum

Week 5 Assignment

Week 5 Quiz

Week 6:

Topic

E-Commerce Site Development Using Commerce Server/Creating an Online Catalog

Learning Objectives

Examine the customization an e-commerce site with a product catalog using software applications

Readings

Lesson 11 and Lesson 12

Assignment

Week 6 Forum

Week 6 Assignment

Week 6 Quiz

Week 7:

Topic

Inventory Control and Order Processing / Payment Gateways

Learning Objectives

Apply the concept of payment gateway for transaction processing

Readings

Lesson 13 and Lesson 14

Assignment

Week 7 Forum

Week 7 Assignment

Week 7 Quiz

Week 8:

Topic

Eservice Implementation and Support/Transaction and Web Site Security

Learning Objectives

Summarize major components of E-commerce security

Readings

Lesson 15 and Lesson 16

Assignment

Week 8 Forum

Week 8 Assignment

Final Project

Evaluation

Describe how you will evaluate your students for each graded activity.

Reading Assignments: NA

Supplemental Readings: NA

Forum Assignments:

There will be a Discussion Questions each week. Students must post a reply to the weekly discussion question by Wednesday of each week and at least one e reply to at least two other students. In total, the student must post on a minimum of two different days during the particular week. The discussion forums are for student interaction and collaboration and submitting input after the week ends serves no learning objectives. Students should demonstrate their own knowledge in the discussions forums and avoid copying and pasting from web sites.

Homework Assignments:

There will be several writing assignment during the course.

Ensure that all assignments are submitted by the end of the week. All Written Assignments will graded according the rubrics below:

A	B	C	D
Clearly & effectively responds to assignment.	Response to assignment generally adequate & thorough.	Minimally responds to the assignment.	Does not respond well to assignment.
Demonstrates specific attention to relationship between audience & purpose.	Demonstrates understanding of audience & purpose.	Demonstrates some understanding of audience & purpose.	Demonstrates poor understanding of audience & essay purpose.
Main idea (thesis) very clearly stated & topic is effectively limited.	Main idea clear & topic is limited.	Main idea clear or implicit & topic is partially limited.	Main idea unclear & topic only partially limited.

Thesis supported in body of paper by a variety of relevant facts, examples, & illustrations from experience, references to related readings, etc.	Thesis well-supported in body of paper by facts, examples, illustrations though support may not be as vivid as the "A" essay.	Thesis generally supported in body of paper by facts, examples, details. No more than one paragraph with inadequate support.	Thesis supported in body of paper by few facts, examples, details. More than one paragraph with inadequate support.
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Organization & structure very evident: major points divided into paragraphs and signaled by use of transitions. Each paragraph has a topic sentence; sentences within each paragraph relate to each other & are subordinate to the topic. Introduction & conclusion effectively related to the whole.	Organization & structure clear. Most major points are separated into paragraphs and signaled by transitions. Paragraphs are built on related sentences that logically develop the main points. No major digressions. Introduction & conclusion effectively related to the whole.	Organization & structure mostly clear. Many major points are separated into paragraphs and signaled by transitions. Most points are logically developed. There may be a few minor digressions but no major ones. Introduction & conclusion are somewhat effective.	The organization & structure must be inferred by the reader. Only some major points are set off by paragraphs and are signaled by transitions. There are some connected points. There may be some major digressions. Introduction and conclusion may be lacking or ineffective.
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Exams/Quizzes

All weekly quizzes will graded upon submission.

Mid-term Project

The mid-term project must be completed by the end of week four and the exam must be submitted by the end of week eight and prior to the class end date.

Final Project Assignment

Each student must submit their proposed topic for instructor approval during Week 1. The topic will be "E-Commerce Business Models". Instructor's approval required before proceeding with the research. The research paper should 10-12 pages not including cover page and reference page(s). The research paper should be typewritten in double-spaced format using Arial 12-point font or Times New Roman **styles**.

Grading:

Name	Grade %
Discussion Forum	15.00 %
Week 1 Forum	1.88 %
Week 2 Forum	1.88 %
Week 3 Forum	1.88 %

Week 4 Forum	1.88 %
Week 5 Forum	1.88 %
Week 6 Forum	1.88 %
Week 7 Forum	1.88 %
Week 8 Forum	1.88 %
Weekly Assignments	15.00 %
Assignment 8: Internet Security	1.88 %
Assignment-7:Transaction Processing	1.88 %
Assignment-6:Online Catalog	1.88 %
Assignment-5:EDI	1.88 %
Assignment-4:Website Components	1.88 %
Assignment-3-Online Marketing	1.88 %
Assignment-2:Laws of the Internet	1.88 %
Assignment-1:Introduction to E-Commerce	1.88 %
Weekly Quiz	15.00 %
Week 7 Quiz	2.50 %
Week 6 Quiz	2.50 %
Week 5 Quiz	2.50 %
Week 3 Quiz	2.50 %
Week 2 Quiz	2.50 %
Week 1 Quiz	2.50 %
Midterm Project	25.00 %
Assignment 4: Midterm Project	25.00 %
Final Project	30.00 %
Assignment-8: Final Project	30.00 %

Materials

Book Title: E-Commerce Specialist v1.0: Academic Student Guide-E-book links provided inside the classroom

Author: CIW

Publication Info: CIW

ISBN: 9780742327566

Course Guidelines

Citation and Reference Style

- Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for

one-on-one help. AMU and APU students are eligible for 10 free hours* of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment.
- Generally speaking, late work may result in a deduction up to 20% of the grade for each day late, not to exceed 5 days.
- As a working adult I know your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc) See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of this particular group.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting time after which the instructor will grade comments, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and hopefully important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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