

ARIZONA WESTERN COLLEGE
SYLLABUS

CIS 154 INTRODUCTION TO E-COMMERCE/E-BUSINESS

Credit Hours: 3 Lec 3 Lab 1

General Education Course: G (Global Awareness)

PREREQUISITE: None

COURSE DESCRIPTION

Provides an introduction to e-commerce/e-business software/hardware requirements, design techniques, infrastructure development, marketing, economic, and sociological impacts.

1. COURSE GOAL

Understand the planning, organization, controlling, as well as the design, development, and continuance of a successful e-Commerce/e-Business company. Critically analyze the impact of e-Commerce/e-Business in the United States and the international market place.

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 define and identify basic uses for electronic commerce.
- 2.2 summarize required internet web infrastructure.
- 2.3 summarize web-based tools.
- 2.4 develop an action plan for securing a web based electronic site.
- 2.5 develop a layout for a web site.
- 2.6 analyze an electronic payment system.
- 2.7 describe strategies for marketing, sales and promotion.
- 2.8 create an action plan for maximizing successful implementation.
- 2.9 analyze the societal impact that e-Commerce/e-Business will have for future development of business and societal systems both domestically and internationally.

3. AWC GENERAL EDUCATION (GE) OUTCOMES

3.1 DIGITAL LITERACY

- Determine the extent of information needed
- Comprehend the basic components of a networked computer system
- Access the needed information effectively and efficiently
- Evaluate information and its sources critically
- Incorporate selected information into one's knowledge base
- Use information effectively to accomplish a specific purpose
- Understand the economic, legal, and social issues surrounding the use of information, and access and use information ethically and legally
- Create content in a digital environment

3.2 COMMUNICATION

- Write effectively and intelligently for a range of purposes and audiences in the English language(e.g., informing, persuading, advancing an argument, expressing, creating, etc.)
- Read a wide range of texts across the curriculum, demonstrating comprehension through written and oral summary and analysis

- Demonstrate effective listening skills
- Demonstrate skill in using electronic media generally appropriate to contemporary academic and professional workplaces

3.3 QUANTITATIVE ANALYSIS

- Select known models or develop appropriate models that organize the data into: tables or spreadsheets (with or without technology); graphical representations (with or without technology); symbolic/equation format

3.4 CIVIC DISCOURSE

- Describe historical, cultural, and political issues relevant in contemporary local, national, and global communities
- Identify and explicate successful models of civic discourse at the local, national, and global levels
- Study that is concerned with an examination of culture-specific elements of a region, country or culture group. (The area studied must be non-U.S. and contributes to understanding contemporary society)
- Examine past human events in a sequential manner.
- Analyze sources of information that interpret human developments, ideas and institutions in the sequence or sequences of past events (example: a course that covers not only what happened in the past, but examines the historical influences that explain why this past occurred as it did or why present human developments have occurred).

4. METHODS OF INSTRUCTION

- 4.1 Lecture
- 4.2 Laboratory exercises
- 4.3 Classroom handouts
- 4.4 Student discussion
- 4.5 Internet activities

5. LEARNING ACTIVITIES

- 5.1 Class discussion
- 5.2 Exercises
- 5.3 Quizzes and exams
- 5.4 Essays
- 5.5 Projects

6. EVALUATION

- 6.1 Homework
- 6.2 Essays
- 6.3 Projects
- 6.4 Quizzes
- 6.5 Examinations

7. STUDENT RESPONSIBILITIES

- 7.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 7.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.

- 7.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 7.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 7.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 7.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.
Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.
For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters
 - Initiating contact with a faculty member to ask a question about the academic subject studied in the course