

Eastern Illinois University
COURSE PROPOSAL FORMAT

This format is to be used for all courses submitted to the Council on Academic Affairs and/or the Council on Graduate Studies.

Gray boxes (except check boxes) will expand as you type in them.

Please check one: ☒ New course ☐ Revised course

PART I: CATALOG DESCRIPTION

1. **Course prefix and number, such as ART 1000:** MIS 5105
2. **Title (may not exceed 30 characters, including spaces):** ECOMMERCE
3. **Long title, if any (may not exceed 100 characters, including spaces):**

Electronic Commerce

4. **Class hours per week, lab hours per week, and credit [e.g., (3-0-3)]:** 3-0-3

5. Term(s) to be offered: ☐ Fall ☐ Spring ☐ Summer ☒ On demand

6. Initial term of offering: ☒ Fall ☐ Spring ☐ Summer ☐ Year 2007

- 7. Course description (not to exceed four lines):** Study of managerially oriented topics related to conducting business electronically including business models and strategies, security and integration, marketing in the e-commerce environment, and e-commerce support services.

- ## 8. Registration restrictions:

a. Identify any equivalent courses (e.g., cross-listed course, non-honors version of an honors course).

b. Prerequisite(s), including required test scores, courses, grades in courses, and technical skills. Indicate whether any prerequisite course(s) MAY be taken concurrently with the proposed/revised course.

BUS 3500 or ACC 3900, or permission of the Coordinator, Graduate Business Studies

- c. Who can waive the prerequisite(s)?**

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☒ Other

(Please specify)Coordinator, Graduate Business Studies

d.Co-requisites (course(s) which MUST be taken concurrently with this one):

e.Repeat status: ☒ Course may not be repeated.

☐ Course may be repeated to a maximum of

hours or times.

f. Degree, college, major(s), level, or class to which registration in the course is restricted, if any:

g.Degree, college, major(s), level, or class to be excluded from the course, if any:

9. Special course attributes [cultural diversity, general education (indicate component), honors, remedial, writing centered or writing intensive]

10. Grading methods (check all that apply): ☒ Standard letter ☐ C/NC ☐ Audit
☐ ABC/NC (“Standard letter”—i.e., ABCDF--is assumed to be the default grading method unless the course description indicates otherwise.)

11. Instructional delivery method: lecture (This is a drop-down menu.)

PROPOSAL FOR NEW COURSE
MIS 5105
Electronic Commerce

1. Catalog Description
 - A. Course number: MIS 5105
 - B. Title: Electronic Commerce
 - C. Meeting times and credit: 3-0-3
 - D. Terms(s) to be offered: On demand
 - E. Short title: ECOMMERCE
 - F. Course Description: Study of managerially oriented topics related to conducting business electronically including business models and strategies, security and integration, marketing in the e-commerce environment, and e-commerce support services.
 - G. Prerequisites: BUS 3500 or ACC 3900, or permission of the Coordinator, Graduate Business Studies
 - H. Initial term of course offering: Fall, 2007

2. Student Learning Objectives and Evaluation

- A. Upon completion of the course, the student will be able to:
1. Describe the relationship between business, the Internet, and the World Wide Web
 2. Develop revenue models for electronic commerce
 3. Analyze marketing strategies that use electronic commerce
 4. Describe the nature of the technologies used in business-to-business electronic commerce
 5. Analyze business-to-business e-commerce strategies
 6. Analyze the potential use of such e-commerce models as web auctions, virtual communities, and web portals
 7. Identify and describe the international, legal, social, and ethical environments of electronic commerce
 8. Analyze and develop controls for security threats to electronic commerce
 9. Analyze payment systems for electronic commerce
 10. Plan and develop strategies for the use of electronic commerce
- B. The students' achievement of the stated objectives will be assessed and grades will be earned on the basis of examinations, projects, and homework assignments.

	Exams (40%)	Homework Assignments (10%)	Projects (40%)	Final Exam (10%)
Describe the relationship between business, the Internet, and the World Wide Web	X	X	X	X
Develop revenue models for electronic commerce	X	X	X	X
Analyze marketing strategies that use electronic commerce	X	X	X	X
Describe the				

nature of the technologies used in business-to-business electronic commerce	X	X	X	X
Analyze business-to-business e-commerce strategies	X	X	X	X
Analyze the potential use of such e-commerce models as web auctions, virtual communities, and web portals	X	X	X	X
Identify and describe the international, legal, social, and ethical environment of electronic commerce	X	X	X	X
Analyze and develop controls for security threats to electronic commerce	X	X	X	X
Analyze payment systems for electronic commerce	X	X	X	X
Plan and				

develop strategies for the use of electronic commerce	X	X	X	X
---	---	---	---	---

C. This course may be offered using interactive television technology in a synchronous/interactive environment. This interactive television technology allows the classroom presentations and discussions to be broadcast from Eastern's campus to the MBA off-campus location in Champaign.

(1) Describe how the format/technology will be used to support and assess students' achievement of the specified learning objectives.

When the class is offered in this environment, the students will be meeting the same expectations as students enrolled in the class when it is not offered via distance technology. Students access course materials on line through the professor's web site, e-mail contact with the professor, web blogs and discussion boards, and also through more traditional means.

(2) Describe how the integrity of student work will be assured.

Students will be able to use their EIU e-mail accounts to send completed assignments to the professor. In the case of in-class testing, monitors will be placed at both locations. Handouts will be distributed via fax or personal delivery at the off-campus location. The MBA program has been teaching in this environment for a couple of years with positive feedback from the students. Some changes have been instituted based on the feedback we receive from students, and we continue to make improvements in the delivery and the equipment.

(3) Describe provisions for and requirements of instructor-student and student-student interaction, including the kinds of technologies that will be used to support the interaction (e.g., e-mail, web-based discussions, computer conferences, etc.)

Technologies currently being used in other MBA interactive classes that are taught in this interactive environment will continue to be used to enhance learning and interaction between the student and the professor and between the students. Completed assignments can be submitted electronically. Cameras and other videoconferencing technologies (whiteboard, WebCT, document camera, e-mail, fax, etc.) are used to broadcast the presentations and class discussions. Students participate in group learning and collaboration during class sessions

and outside of class meetings through WebCT, web blogs, and other kinds of on-line learning communities.

D. This class is not numbered 4750-4999

3. Outline of the Course

3a. Units of Time

Weeks	Topic
1	Introduction to electronic commerce
2	Retailing, market research, and advertising in e-commerce
1	Business-to-business e-commerce
1	Supply chain management and C-commerce (collaborative commerce)
1	Other electronic commerce models and applications
1	Auctions
2	Security and payment systems
1	Order fulfillment and support services
1	E-commerce strategy and implementation
1	E-commerce economics
1	E-commerce entrepreneurship
1	Legal and social impacts
1	Examinations
15	Total weeks

3b. For technology-delivered or other nontraditional-delivered courses/sections, explain how the course content “units” are sufficiently equivalent to the traditional on-campus semester hour units of time described above.

There is no difference in the course content “units” or their coverage between a traditional offering and the interactive television offering. The course is still taught one day a week for 2.5 hours for the entire 16-week semester. The course meetings are real-time, synchronous presentations.

4. Rationale

A. Purpose and need: This course is designed as a graduate elective to be available, but not limited to, students enrolled in the MBA program. It would also be available to other (non-MBA) graduate students and qualifying undergraduate students.

- B. Justification of course level and prerequisites: This course primarily involves activities at the synthesis, analysis, and application levels and presupposes a working knowledge of basic management information systems concepts.
- C. Similarity to existing courses and/or effect upon programs in other departments: There is no similarity with any existing course at the university. Upon approval of MIS 5105, CIS 3740, Fundamentals of E-Commerce is being deleted from the catalog.
- D. Requirement or elective: Elective for qualifying undergraduate students and all graduate students.

5. Implementation

- A. Faculty members to whom the course may be assigned: Dr. Norm Garrett, Dr. Karen Nantz
- B. Additional costs to students: None
- C. Text and supplementary materials to be used: Electronic Commerce: A Managerial Perspective 2006, 4th Edition, by Efraim Turban, Dave King, Jae Kyu Lee, and Dennis Viehland (Prentice-Hall, 2006)

6. Community College Transfer

A community college course will not be judged equivalent to this course.

- 7. Date Approved by the School Graduate Committee 3/20/06
- 8. Date Approved by the College Curriculum Committee 9/8/06
- 9. Date Approved by CGS 10/17/06