



Western Technical College

10102123 Global E-Commerce

Course Outcome Summary

Course Information

Description	Provides an introduction to eCommerce. Students will explore, the fundamentals of e-commerce, identifying the difference between traditional and eCommerce businesses and how the rapidly changing technological environment impacts both. Students will develop a heightened awareness of emerging technologies and trends in e-business. Fundamentals of global business will be discussed in an effort to understand how the environment, cultures, and political systems impact the global trade arena. Learners will examine competencies related to technology, privacy and security issues, electronic payments, and ethical issues that arise.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Pre/Corequisites

Prerequisite 10102108 Entrepreneurship Exploration and Mindset

Textbooks

No textbook required.

Program Outcomes

1. Plan the operations of a business across functional areas.
2. Organize resources to achieve the goals of an organization.
3. Direct individuals and/or processes to meet organizational goals.
4. Apply principles of corporate responsibility.

Course Competencies

1. Differentiate between traditional business and e-commerce business models.

Assessment Strategies

- 1.1. Written Product

Criteria

You will know you are successful when

- 1.1. you define e-commerce.
- 1.2. you describe a minimum of three (3) unique features and characteristics of each of the business models identified.
- 1.3. you explain the similarities between traditional business models and e-commerce business models.
- 1.4. you identify the differences between traditional business models and e-commerce business models.
- 1.5. you provide two (2) examples of businesses or companies for each e-commerce business model.
- 1.6. you explain why each business identified fits the e-commerce business model.

Learning Objectives

- 1.a. Examine traditional business concepts.
- 1.b. Describe the features of e-commerce that impact business.
- 1.c. Explain the similarities and differences between the types of e-commerce.
- 1.d. Compare strategies for conducting business via e-commerce.

2. Examine the globalization of business and the reasons for conducting business internationally.

Assessment Strategies

- 2.1. Written Product
- 2.2. Presentation

Criteria

You will know you are successful when

- 2.1. you define global business.
- 2.2. you identify 3 reasons why international business is important.

Learning Objectives

- 2.a. Explain the concepts of global business.
- 2.b. Describe reasons why global business is important.
- 2.c. Compare different ways of understanding what is meant by globalization.
- 2.d. Estimate the current size of the global economy.
- 2.e. Examine the impact of globalization.

3. Determine the effects of cultural and social environments on conducting business globally.

Assessment Strategies

- 3.1. Written Product
- 3.2. Presentation

Criteria

You will know you are successful when

- 3.1. you identify potential cultural barriers when conducting business abroad.
- 3.2. you explain potential barriers on conducting business as a result of religious beliefs.
- 3.3. you identify literacy level or education system of a country.
- 3.4. you identify technological infrastructure of a country.

Learning Objectives

- 3.a. Determine the impact of cultural differences on success in global business.
- 3.b. Identify cultural norms.

4. Compare electronic payment systems.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you analyze advantages and disadvantages of 2 traditional and 2 emerging online payment options.
- 4.2. you analyze the costs of each ePayment method.
- 4.3. you analyze the risks of each ePayment method.
- 4.4. you analyze the vulnerabilities of each ePayment method.
- 4.5. you determine which type of ePayment system will work best for various business structures.

Learning Objectives

- 4.a. Identify major e-commerce payment systems.
- 4.b. Determine the major considerations in choosing an ePayment system.
- 4.c. Analyze the costs and risks of each ePayment method.
- 4.d. Determine the appropriate ePayment system for business structure.
- 4.e. Explain the advantages and disadvantages of ePayment and online order fulfillment solutions.

5. Analyze strategies for entering the global marketplace.

Assessment Strategies

- 5.1. Written Product
- 5.2. Presentation

Criteria

You will know you are successful when

- 5.1. you describe strategies for entering the global marketplace.
- 5.2. you identify risks and challenges associated with the global marketplace.
- 5.3. you summarize advantages and disadvantages of international joint ventures.
- 5.4. you explain strategies for utilizing agencies and distributors.

Learning Objectives

- 5.a. Compare strategies for entering the global marketplace.
- 5.b. Identify risks and challenges of conducting business in the global marketplace.
- 5.c. Characterize advantages and disadvantages of international ventures.
- 5.d. Explore third party platforms and international e-commerce sites for a global business venture.

6. Determine the effect of social media on search engine optimization (SEO).

Assessment Strategies

- 6.1. Written Product

Criteria

You will know you are successful when

- 6.1. you discuss the significance of web content and social networks in e-commerce.
- 6.2. you articulate factors that affect search engine optimization (SEO).
- 6.3. you identify strengths and weaknesses of social media tools.
- 6.4. you evaluate social media strategies.
- 6.5. you align social media strategies with business objectives.

Learning Objectives

- 6.a. Explain the strengths and weaknesses of social media channels.
- 6.b. Align social media strategies with business objectives.
- 6.c. Discuss the significance of web content and social networks in e-commerce.
- 6.d. Articulate how search engine optimization (SEO) impacts online business.
- 6.e. Identify consumer behavior trends.
- 6.f. Examine internal motivators of consumers.

7. Determine the effect of governmental policies on international business.

Assessment Strategies

- 7.1. Written Product
- 7.2. Presentation

Criteria

You will know you are successful when

- 7.1. you determine forms of government.
- 7.2. you explain the impact of government policies on international business and e-commerce.
- 7.3. you analyze the impact of various forms of government on trade policy.

Learning Objectives

- 7.a. Explore institutions involved in international trade.
- 7.b. Identify potential risks in international business ventures.
- 7.c. Determine the differences between forms of government and the affect on business.
- 7.d. Explain the world trade system current trade issues.
- 7.e. Identify potential trade barriers.

8. Assess e-commerce strategies and applications.

Assessment Strategies

- 8.1. Written Product

Criteria

You will know you are successful when

- 8.1. you identify the key components of e-commerce business models.
- 8.2. you compare business-to-business and business-to-consumer strategies.
- 8.3. you align global and e-commerce strategies with business objectives.
- 8.4. you analyze the impact of e-commerce on business strategies.

Learning Objectives

- 8.a. Identify e-commerce strategies including online marketing, e-government, e-learning, global e-commerce, business-to-business e-commerce, and business-to-consumer e-commerce.
- 8.b. Compare business-to-business and business-to-consumer e-commerce strategies, including market segmentation.
- 8.c. Analyze the impact of e-commerce on business strategies.

9. Analyze global e-commerce security and privacy issues.

Assessment Strategies

- 9.1. Written Product

Criteria

You will know you are successful when

- 9.1. you identify key security threats in the e-commerce environment.
- 9.2. you describe how technology helps protect the security of online transactions.
- 9.3. you explain the legal issues related to e-commerce in international business with respect to privacy, security and digital property.
- 9.4. you explain the impact of security incidents on the e-commerce community.

Learning Objectives

- 9.a. Explain key security threats in the e-commerce environment.
- 9.b. Describe how technology helps protect the security of online transactions.
- 9.c. Investigate the legal issues related to e-commerce security, privacy, and digital property.

10. Explore e-commerce technology and business trends.

Assessment Strategies

- 10.1. Written Product
- 10.2. Presentation

Criteria

You will know you are successful when

- 10.1. you identify emerging technologies.
- 10.2. you examine current trends in e-business.

Learning Objectives

- 10.a. Discuss emerging technologies.
- 10.b. Identify current trends in e-business.
- 10.c. Explain the potential impact of future trends on business.

- 10.d. Develop strategies to identify future trends and emerging technologies.
- 10.e. Explain the importance of staying current on business trends.

11. Examine ethical issues in global e-commerce.

Assessment Strategies

- 11.1. Written Product
- 11.2. Presentation

Criteria

You will know you are successful when

- 11.1. you identify 3 current legal issues for country.
- 11.2. you discuss ethical issues related to global e-commerce.
- 11.3. you identify the environmental factors that affect global e-commerce strategies within the country; including politics, legal, socio-cultural, and levels of technology.

Learning Objectives

- 11.a. Examine how laws affect business objectives.
- 11.b. Examine how political structure affects business.
- 11.c. Examine how trade barriers affect business.
- 11.d. Examine changes in international laws and regulations.
- 11.e. Examine the effects of outsourcing.
- 11.f. Investigate business decisions impact on people and countries.

12. Examine the effects of international monetary systems on global e-commerce.

Assessment Strategies

- 12.1. Written Product
- 12.2. Presentation

Criteria

You will know you are successful when

- 12.1. you identify country exchange rate.
- 12.2. you determine the impact of exchange rate fluctuations on e-commerce business strategies.
- 12.3. you convert country exchange rate to U.S. dollar.

Learning Objectives

- 12.a. Define monetary system.
- 12.b. Investigate the impact of the World Bank on global e-commerce.
- 12.c. Examine exchange rates.
- 12.d. Align exchange rate fluctuations to business objectives and strategies.
- 12.e. Investigate the impact of the International Monetary Fund (IMF) on global e-commerce.