AUSTIN COMMUNITY COLLEGE
CONTINUING EDUCATION

Introduction to E-Commerce
(16 hours)

ITSX 3015

COURSE SYLLABUS

Required Material: None

Type of Course: Short Course

Description: Examine the type of system which is described by the umbrella term "e-commerce." Typical application areas include retailing using the Internet, supply chain management, and online auctions. Covers underlying technologies used to implement e-commerce applications, e.g., web technology, the problems encountered when developing distributed e-commerce systems, such as ensuring that a system is kept secure from criminal activity, and study of a typical retailing system.

Evaluation: Students will be evaluated on their competency in performing a variety of hands-on exercises created to insure the student has achieved all course objectives through the course, and class participation. In order to grant CEU credit for a course the students must be able to complete assessment exercises for each part of the course given by the instructor. The instructor will validate each participant's achievement of the course objectives by signing and awarding individual certificates of completion.

Objectives:

- Describe the underlying technologies and concepts that make up an E-Commerce system
- Define a distributed system and list types of systems
- List important Web issues and Web browser considerations
- Describe the major types of E-Commerce applications
- List and describe the main facilities that support E-Commerce
- Define and describe the major issues effecting E-Commerce
- Define and list types of Internet business models
- Define Rich Internet Applications
- Research, review and document various types of Internet E-Commerce payment systems

Rationale: Commercialism of the World Wide Web has let to the need for highly skilled Webmasters who understand the complexities of E-Commerce and the different business models that these systems serve. This course provides students with the knowledge and skills to understand the many challenges surrounding E-Commerce and strategies for defining and creating robust systems that support E-Commerce on the Web.

Course Outline:

I. Introduction to E-Commerce (.5 hours)

A. Concepts
B. Learning Outcomes

II. Distributed Systems (.5 hours)

A. The Web as the GUI of the Internet
B. The history of the Web
C. Important Web issues
D. The browsers

III. E-Commerce Applications (5 hours)

A. Supply Chain Management
B. E-Business
C. Myths
D. E-Tailing
E. Procurement
F. Microsoft
G. Auction Sites
H. Search Engines

IV. Facilities that Support E-Commerce (2 hrs.)

A. The World Wide Web
B. FTP
C. Email
D. Mailing Lists
E. News groups

V. Issues effecting the Internet and E-Commerce (2 hrs.)

A. Legacy Technology
B. Security and Privacy
C. Programming and Abstraction
D. Speed of Development
E. Structure and Data
F. Problems with Transactions
G. Design Issues

VI. Distributed System (1 hr.)

A. Architecture
B. The Application
C. The Syndey Olympic Games System

VII. Internet Business Models (1 hr.)

A. Definition
B. Types

VIII. Rich Internet Applications for E-Commerce (1 hr.)

A. Introduction to RIA

IX. WebQuest Final Project (3 hrs.)