

**LAKE AREA TECHNICAL INSTITUTE
MARKETING/MANAGEMENT/SALES
SYLLABUS**

Course: BUS 185 – E-Business

Credits: 3

Prerequisite: Student must have successfully completed an introductory computer course and have a basic understanding of the Internet (or have the approval of the instructor) before enrolling in this course.

Course Description: Students learn the fundamental concepts of electronic commerce with hands-on activities to which they apply to their online business. This course introduces students to Web security issues, electronic payment systems, and legal issues needed in creating a functioning online store. Students will also learn the fundamentals of FrontPage 2000 including Web page design techniques and proper Web page formats and functions.

Required Text: *New Perspectives on E-Commerce*, Perry and Schneider, Thomas Learning, 2001 and *FrontPage 2002*, Shelly Cashman and Mick, Thomas Learning, 2002.

Course Objectives: By the end of the course, students should be able to:

- Understand what electronic commerce is.
- Design a e-commerce web site for an online store.
- Create a secure commerce security and accept and process customer payments.
- Learn the fundamentals of FrontPage 2002.

Course Policies: Attendance and participation are required. If a student misses in excess of five class hours, he/she will be dropped from the class. Students are responsible to read assigned chapters before class and complete the assignments as scheduled. All assignments are due as scheduled; if not handed before the next class session, a 10 percent penalty will be deducted per class session that it is late.

Teaching Methods:

Lectures: important material from the text and outside sources will be covered in class; demonstrations: much of the class time will be used to demonstrate the practical use of the software for this class.

Assignments: problems, cases, and readings will be periodically assigned to help support and supplement material found in the text.

Exams: online tests will be given at the end of each chapter.

Students will develop a personal web page including their resume, information about their family, and interests/hobbies. Find some neat pictures to include in your family and interests pages.

Grading: A = 94% - 100% B = 87% - 93% C = 80% - 86% F = Below 80%