*Lecture Contact Hours: 48-54; Homework Hours: 96-108; Total Student Learning Hours: 144-162*

**CUYAMACA COLLEGE**
COURSE OUTLINE OF RECORD

## COMPUTER AND INFORMATION SCIENCE 220 – E-COMMERCE AND WEB PRESENCE

3 hours lecture, 3 units

**Catalog Description**
This course covers the principles and technologies involved in creating a Web presence for a small or medium sized business (SMB). Students will create a starter e-business website.

**Prerequisite**
None

**Recommended Preparation**
Basic familiarity with the PC or Mac and Web browsing is *strongly* recommended. Basic website creation skills are also recommended.

**Course Content**
1) What is Electronic Commerce
2) The Technology Infrastructure
3) Business Strategies
4) Building a Web Presence
5) Marketing on the Web
6) Social Networking, Online Marketplaces, Virtual Communities, and Web Portals
7) Legal, Ethical and Tax Issues
8) E-Commerce Software
9) Security
10) Payment Systems
11) Mobil E-Commerce
12) Planning
13) Website creation

**Course Objectives**
Students will be able to:
1) Start creating a Web Presence for an online business
2) Develop the necessary infrastructure for conducting business transactions

**Method of Evaluation**
A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

**Special Materials Required of Student**
None

**Minimum Instructional Facilities**
A personal computer

**Method of Instruction**
This will be an online course conducted using Canvas

**Out-of-Class Assignments**
1) Sample list of assignments:
   a. Homework
   b. Group projects
   c. Reading
   d. Website research
   e. Web page development
   f. Final Project

**Texts and References**
1) Required (representative example): None
2) Supplemental: Online and other resources will be provided by the instructor. Each student will also be provided a free Shopify account for the duration of class.

**Student Learning Outcomes**
Upon successful completion of this course, students will be able to:
1) Create and present a Web Presence for an online business
2) Demonstrate the functionality of the e-commerce website.