



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number IST 140	Course Title The Internet and Computer Technology	Credits 3
Hours: Lecture/Lab/Other 2/2/0	Co- or Pre-requisite	Implementation Semester & Year FALL 2022

Catalog description:

Introduction to Internet technology and the use of the World Wide Web as a tool. Topics include Internet and Web history, client-server networks, web browsers, search engines, queries, multimedia, electronic commerce, fundamental programming concepts, Web 2.0 crowdsourcing, cloud computing, security and ethical issues on the web, along with web page design using HTML and CSS for marketing and promoting businesses.

General Education Category:

Goal 4: Technology

Course coordinator:

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Required texts & Other materials:

- E-Commerce 2021: Business, Technology, Society, 16th edition, Published by Pearson (January 5th 2021) - Copyright © 2022, Kenneth C. Laudon and Carol Guercio Traver
- Blackboard with online resources
- Microsoft Office 2019 – free software provided by MCCC
- PC and Mac computers with software downloads permissions

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Contextualize/conceptualize the Internet and the World Wide Web to become successful in understanding how business is conducted and offered by e-commerce, and how it is driving major shifts in the global economy. [Supports ILGs #1, 4, 9, 11, PLOs #1, 2, 3, 4]
2. Demonstrate effective and powerful use of the internet, understanding the basics of e-commerce, social and mobile marketing, and developing an e-commerce presence. [Supports ILGs #1, 4, 9, 11, PLOs #1, 3, 4, 6]
3. Explore and identify ethical and security issues in a digital connected era from privacy and piracy, to government surveillance, cyberwar, social, local, and mobile marketing, and intellectual property. [Supports ILGs #1, 9, 10, 11, PLOs #3, 5, 6]
4. Successfully design, develop, and implement a functional website. ILGs #1, 4, 9, 11, PLOs #1, 3, 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for: Business Studies (A.A.S. – Software Professional Concentration)

1. Use effective verbal and written communication in conducting business;
2. Analyze/resolve problems common to entry-level business positions;
3. Apply management skills in a variety of business functions;
4. Comprehend how the global economy and international events affect domestic and international business decisions;
5. Identify unethical behavior in a business setting and formulate appropriate action;
6. Acquire computer literacy and exposure to hardware, software, networking, databases, and ethical issues

Units of study in detail – Unit Student Learning Outcomes:

Unit I [Unit I Introduction to E-Commerce] [Supports Course SLO #1]

Learning Objectives

The student will be able to:

- Learn unique features of E-commerce technology
- Learn the types of E-commerce
- Understand the history of E-commerce
- Understand academic disciplines concerned with E-commerce
- Understand the careers in E-commerce
- Explore the E-commerce Business Models
- Knowledgeable in the major B2C and B2B Business Models
- Learn how E-commerce changes Business: Strategy, Structure, and Process

Unit II [Unit II Technology Infrastructure for E-Commerce] [Supports Course SLOs #1, 3, 4]

Learning Objectives

The student will be able to:

- Understand the E-Commerce Infrastructure:
 - The Internet
 - The Web
 - The Mobile Platform
- Build an E-Commerce Presence:
 - Website
 - Mobile Sites
 - Apps
- Understand E-Commerce Security and Payment Systems:
 - E-commerce Security Environment
 - Security Threats in the E-commerce Environment

- Technology Solutions
- Knowledgeable in management policies, business procedures, and public laws
- Understand E-commerce Payment Systems
- Understand Electronic Billing Presentment and Payment

Unit III [Unit III Business Concepts and Social Issues] [Supports Course SLOs #2, 3]

Learning Objectives

The student will be able to:

- Understand E-Commerce Marketing and Advertising Concepts
 - Consumers Online: Internet Audience and Consumer Behavior
 - Digital Commerce Marketing and Advertising Strategies and Tools
 - Internet Marketing Technologies
 - Understand the Costs and Benefits of Online Marketing Communications
- Understand Social, Mobile, and Local Marketing Techniques
 - Social Marketing
 - Mobile Marketing
 - Local and Location-Based Mobile Marketing
- Understand Ethical, Social, and Political Issues in E-Commerce
- Knowledgeable in Privacy and Information Rights
- Understand Intellectual Property Rights
- Understand Governance of the Internet
 - Taxation
 - Net Neutrality
 - Antitrust, Monopoly, and Market Competition in the Internet Era
- Understand Public Safety and Welfare
 - Protecting Children
 - Cigarettes, Gambling, and Drugs

Unit IV [Unit IV E-Commerce in Action] [Supports Course SLOs #1, 2]

Learning Objectives

The student will be able to:

- Understand Online Retail and Services Presence through E-Commerce:
 - Online Retail Sector
 - Analyze the viability of Online Firms
 - Online Financial Services
 - Online Travel Services
 - Online Career Services
 - On-Demand Service Companies
- Knowledgeable in Online Content and Media:
 - Online Content
 - Online Publishing Industry
 - Online Entertainment Industry
- Learn about Social Networks, Auctions, and Portals:
 - Social Networks and Online Communities
 - Online Auctions
 - E-Commerce Portals
- Learn about B2B E-Commerce Supply Chain Management and Collaborative Commerce
 - Overview of B2B E-Commerce

- Procurement Process and Supply Chains
- Trends in Supply Chain Management and Collaborative Commerce
- Net Marketplace – The Selling Side of B2B
- Private Industrial Networks

Grade Criteria

Item	Percent
Chapter Case Studies	20%
Chapter Quizzes	15%
Web Design Project	25%
Midterm Exam	20%
Final Exam	20%
Total	100%