# COURSE OUTLINE

<table>
<thead>
<tr>
<th>IST 140</th>
<th>The Internet and Computer Technology</th>
<th>3</th>
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<tbody>
<tr>
<td><strong>Course Number</strong></td>
<td><strong>Course Title</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>14 week</td>
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<tr>
<td><strong>Class or Lecture Hours</strong></td>
<td><strong>Laboratory Work Hours</strong></td>
<td><strong>Clinical or Studio Hours</strong></td>
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<tr>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td><strong>Performance on an Examination/Demonstration</strong></td>
<td><strong>Alternate Delivery Methods</strong></td>
<td>(Placement Score (if applicable); minimum CLEP score)</td>
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**Required Textbook(s):**
See course syllabus for current textbook

**Other Materials:**
- Current versions of Google Chrome or Firefox installed on your computer
- Notepad ++
- Transportable storage media (i.e. USB flash drive)

**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.

**2 lecture/2 Lab hours**

**Prerequisite/Co-requisite:**
Reading proficiency and keyboarding skills

**Last Revised:** 2020

**Course Coordinator**
Terry Voldase, voldaset@mccc.edu x3481
Course Goals.
Upon Successful Completion of the 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.

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.

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.

4. Successfully design, develop, and implement a functional website.

Institutional Learning Goals (ILGs) / General Education Knowledge Goals.

Goal 1. Communication. Students will communicate effectively in both speech and writing.

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

Goal 8. Diversity and Global Perspective. Students will understand the importance of a global perspective and culturally diverse peoples.


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.

Goal 11. Critical Thinking. Students will use critical thinking skills to understand, analyze, or apply information or solve problems.
Units of Study

I Introduction to E-Commerce
The student will be able to:
1. Define e-commerce and identify the primary technological building blocks underlying e-commerce, recognizing major current themes in e-commerce. (CG3; ILGs 1, 4, 9, 10, 11)
2. Identify and describe features of e-commerce technology and discuss their business significance. (CG2; ILGs 1, 4, 8, 9)
3. Identify key components of e-commerce business models and strategies applicable to e-commerce. (CG2; ILGs 1, 4, 8, 9)

II Technology Infrastructure for E-Commerce
The student will be able to:
1. Understand E-Commerce Infrastructure of the Internet, Web, and Mobile Platform (CG3; ILGs 1, 4, 9, 10, 11)
2. Discuss the origins of, and the key technology concepts behind the Internet. (CG1; ILGs 4, 10, 11)
3. Understand the limitations of today’s internet and the potential capabilities of the Internet of the future. (CG1; ILGs 4, 10, 11)
4. Understand the future Internet Infrastructure (CG3; ILGs 1, 4, 9, 10, 11)
5. Understand how the Web works via HTML, XML, Web Servers and Clients, Web Browsers, and Search Engines. (CG4; ILGs 4, 9, 10, 11)
6. Identify Mobile Apps and the various platforms for mobile application development (CG4; ILGs 4, 9, 10, 11)
7. Understand how the Internet is utilized in businesses through Artificial Intelligence, Intelligent Assistants, and Chatbots. (CG4; ILGs 4, 9, 10, 11)

III Building an E-Commerce Presence: Websites, Mobile Sites, and Apps
The student will be able to:
1. Explain the systematic approach using the Systems Development Life Cycle. (CG2; ILGs 1, 4, 8, 9)
2. Build an E-Commerce Presence through the creation of websites via Weebly. (CG4; ILGs 4, 9, 10, 11)
3. Identify software and hardware platforms for an e-commerce site. (CG4; ILGs 4, 9, 10, 11)
4. Identify additional tools that can improve website performance. (CG4; ILGs 4, 9, 10, 11)
5. Understand the importance in developing a mobile website and building mobile applications. (CG3; ILGs 1, 4, 9, 10, 11)
6. Understand the scope of e-commerce crime and security problems, and the key dimensions of e-commerce security. (CG3; ILGs 1, 4, 9, 10, 11)
7. Identify the key security threats in the e-commerce environment. (CG3; ILGs 1, 4, 9, 10, 11)
8. Describe how technology helps secure Internet communications channels and protect networks, servers, and clients. (CG3; ILGs 1, 4, 9, 10, 11)
9. Identify the major e-commerce payment systems used today. (CG3; ILGs 1, 4, 9, 10, 11)
10. Describe the features and functionality of electronic billing presentment and payment systems. (CG3; ILGs 1, 4, 9, 10, 11)

IV Business Concepts and Social Issues
The student will be able to:
1. Understand the key features of the Internet audience, the basic concepts of consumer behavior and purchasing, and how consumers behave online. (CG2; ILGs 1, 4, 8, 9)
2. Identify and describe the basic digital commerce marketing and advertising strategies and tools. (CG1; ILGs 4, 10, 11)
3. Understand the costs and benefits of online marketing communications. (CG1; ILGs 4, 10, 11)
4. Understand the difference between traditional online marketing and the new social-mobile-local marketing platforms and the relationships between social, mobile, and local marketing.
5. Understand the social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Twitter, and Pinterest. (CG1; ILGs 4, 10, 11)
6. Identify the key elements of a mobile marketing campaign. (CG2; ILGs 1, 4, 8, 9)
7. Understand why e-commerce raises ethical, social, and political issues (CG3; ILGs 1, 4, 9, 10, 11)
8. Understand basic concepts related to privacy and information rights, the practices of e-commerce companies that threaten privacy, and the different methods that can be used to protect online privacy. (CG3; ILGs 1, 4, 9, 10, 11)
9. Understand the various forms of intellectual property and the challenges involved in protecting it. (CG3; ILGs 1, 4, 9, 10, 11)
10. Understand how the Internet is governed and why taxation of e-commerce raises governance and jurisdiction issues. (CG3; ILGs 1, 4, 9, 10, 11)
11. Identify major public safety and welfare issues raised by e-commerce. (CG3; ILGs 1, 4, 9, 10, 11)

V E-Commerce in Action
The student will be able to:
1. Understand the environment in which the online retail sector operates today. (CG4; ILGs 4, 9, 10, 11)
2. Explain how to analyze the economic viability of an online firm. (CG2; ILGs 1, 4, 8, 9)
3. Identify the challenges faced by the different types of online retailers. (CG2; ILGs 1, 4, 8, 9)
4. Discuss the trends taking place in the online financial services industry. (CG2; ILGs 1, 4, 8, 9)
5. Describe the major trends in the online travel services industry today. (CG2; ILGs 1, 4, 8, 9)
6. Identify current trends in the online career services industry. (CG2; ILGs 1, 4, 8, 9)
7. Understand the major trends in the consumption of media and online content, the major revenue models for digital content delivery, digital rights management, and the concept of media convergence. (CG3; ILGs 1, 4, 9, 10, 11)
8. Understand the key factors affecting the online publishing and entertainment industries. (CG2; ILGs 1, 4, 8, 9)
9. Describe the different types of social networks and online communities and their business models. (CG1; ILG 4, 10, 11)
10. Describe the major types of Internet portals and their business models. (CG1; ILGs 4, 10, 11)
11. Describe the major types of auctions, their benefits and costs, how they operate, when to use them, and the potential for auction abuse and fraud. (CG3; ILGs 1, 4, 9, 10, 11)
12. Discuss the evolution and growth of B2B e-commerce, as well as its potential benefits and challenges. (CG3; ILGs 1, 4, 9, 10, 11)
13. Understand how procurement and supply chains relate to B2B e-commerce. (CG2; ILGs 1, 4, 8, 9)
14. Identify major trends in supply chain management and collaborative commerce. (CG2; ILGs 1, 4, 8, 9)
15. Understand the objectives of private industrial networks, their role in supporting collaborative commerce, and the barriers to their implementation. (CG3; ILGs 1, 4, 9, 10, 11)
Evaluation of Student Learning.
Achievement of the course objectives will be evaluated through the use of the following tools:

- Case studies documenting the student’s reactions to course content, reflections on the various lectures, and chapter readings, and apply their knowledge to concrete problems and scenarios.
- End-of Chapter Homework Assignments that prompt students to demonstrate their comprehension and apply chapter concepts to management problem solving.
- Chapter quizzes assessing students’ comprehension on the chapter readings.
- Web Design Project for online marketing to build customer relationships offering products and services by communicating the brand’s features to the consumer.
- Exams assessing students’ comprehension of computer technology and practices.

Project Values/Grade Breakdown

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<tr>
<th>The final grade is based on the following values:</th>
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<tbody>
<tr>
<td>Chapter Case Studies</td>
<td>10%</td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Web Design Project</td>
<td>25%</td>
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<tr>
<td>Midterm Exam</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>20%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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**Students with Disabilities**

Any student in this class who has special needs because of a disability is entitled to receive accommodations. Eligible students at Mercer County Community College are assured services under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973.

If you believe you are eligible for services, please contact Arlene Stinson, the Director of Academic Support Services. Ms. Stinson's office is LB221, and she can be reached at (609) 570-3525.

**Academic Integrity**

As per the student handbook, “A student will be guilty of violating academic integrity if he/she (a) knowingly represents the work of others as his/her own, (b) uses or obtains unauthorized assistance in the execution of academic work, or (c) gives fraudulent assistance to another student.” Students should read the Academic Integrity policy in the MCCC Rights and Responsibilities Student Handbook. *Academic Dishonesty will result in failure of this course.*

**Equal Opportunity Policy**

Mercer County Community College is committed to equal opportunity and affirmative action. Discrimination on the basis of race, creed, color, national origin, ancestry, age, gender, affectional or sexual orientation, marital status, familial status, liability for service in the Armed Forces of the United States, nationality, political views, religion, disability unrelated to job or program requirements or any other characteristic protected by law is prohibited.

Questions regarding the equal opportunity policy and compliance statement may be directed to the Affirmative Action Officer, West Windsor Campus, (609) 586-4800, ext. 3270.