

EXISTING COURSE ADOPTION PROCEDURE (ECAP)  
REVISED PROCEDURE FOR BRINGING COURSES OFF THE MASTER COURSE LIST  
Drafted by Curriculum Committee, Indiana University East  
Sept. 2002

Please fill out the following form when sending courses to the Curriculum Committee for consideration:

PART 1:

Course number: BUS S430 Course Title: Electronic Commerce Strategic Analysis

Credit hours: 3 Division offering: Business and Economics

Faculty member submitting this proposal: Dr. Gregory Weber

Official Description:

"S430 Electronic Commerce Strategic Analysis (3 cr.) P: S302 and I-Core. An overview of electronic commerce applications in the retail, manufacturing, government, and health sectors. Applications will illustrate business-to-consumer, business-to-business, and intra-organizational electronic commerce in physical as well as digital products. Different business models underlying these electronic commerce applications will be highlighted and discussed from both operational and strategic perspectives."

PART 2:

Have you contacted all campuses in the IU system who are currently teaching this course and examined their methods of teaching this course? (you should consult the office of the Vice Chancellor of Academic Affairs for help in contacting campuses and procuring sample syllabi)

Yes

Below, please list all those campuses which teach the course in question:

Bloomington  
Indianapolis

PART 3:

Please provide the following elements to the model framework as required by the University Faculty Council (you may attach additional pages):

1) Describe the course content and your rationale for bringing it forward:

Last year the Business and Economics Division revised requirements for its Bachelor of Science in Business degree, including a new concentration in Management Information Systems (MIS) in lieu of the formerly active Bachelor of Science in Management Information Systems. The concentration requirements included three courses to on our campus; this is one of them.

The E-Commerce course is one of the courses called for in "IS 2002: An Update of the Information Systems Model Curriculum" (Davis et al., 2001). It responds to the revolutionary impact of the Internet in recent years on business information systems.

The course is to cover electronic ways of doing business and commerce, either business to business or business to consumer, including business models, marketing, procurement, legal and ethical issues. It is a strategic, managerial course, not a technology course. It will not cover, for example, HTML, building a web site, or programming for network applications.

2) Describe the course's placement in the program, including its intended audience and any prerequisites.

While primarily intended for students in the MIS Concentration, the course may be taken by any student who has met the prerequisites, e.g., a typical business student in the senior year.

Prerequisites: S302 is equivalent to IU East's IM I300 Foundations and Principles of MIS. "I-core" is the integrative core required for the B.S. in Business, consisting of (at Bloomington and IUPUI) BUS F370 Financial Management, J370 Strategic Management, M370 Marketing Management, P370 Operations Management. AT IU East the equivalent would be BUS M301, F301, and P301.

3) List the anticipated student learning objectives and outcomes.

Students who successfully complete this course will gain an understanding of e-commerce applications and will be able to apply that understanding to the design of e-commerce strategies for business or non-profit organizations.

1. Understand and be able to apply the principle business models for e-commerce.
2. Be able to assess the state of electronic commerce and to explain how organizations can use e-commerce to obtain strategic advantages.
3. Describe some of the best practices in e-commerce and recognize ways to use e-commerce to improve processes both within and between organizations.
4. Be able to analyze the effects of e-commerce on key sectors of the economy, present and future, and recognize the strategic implications of this analysis for an organization in those sectors.
5. Aid in developing a comprehensive strategy for electronic commerce, incorporating an organization's goals and objectives, including issues of technology, security, privacy, and other social and ethical concerns.

Student performance will be evaluated based on:

1. Class attendance and participation
2. Outside readings and web site evaluations
3. Individual and team case reports
4. Team project
5. Midterm and final exams

4) Discuss any special features of the course (eg. a service learning component)

None

5) Attach a proposed syllabus for the course as it would be taught on the IU East campus.

Attached.

PART 4: Representatives of your Division need to examine the sample syllabi and other materials from these campuses and determine whether your approach will be comparable. Please describe below your Division's final determination on this point and provide the chair's signature.

I approve the above-mentioned course as following the model framework given by other campuses in the IU system.

---

Division Chair

---

Date

Reference:

(Davis et al., 2001) Davis, Gordon B., David L. Feinstein, John T. Gorgone, Herbert E. Longenecker, Jr., and Joseph S. Valacich. IS 2002: An Update of the Information Systems Model Curriculum. Association for Information Systems, Association for Computing Machinery, and Association of Information Technology Professionals. <http://www.aisnet.org/Curriculum/>