

CURRICULUM PROPOSAL FORM 1999-2000

NON-GENERAL EDUCATION PROCESS A

*DEADLINES: Deadline dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

0702.515

PROPOSAL TITLE: ELECTRONIC COMMERCE

SPONSOR(S): DIANE HAMILTON

DEPARTMENT: MANAGEMENT & MIS

COLLEGE:

IF LAS CHECK ONE: History/Humanities Math/Sciences Social/Behavioral Sciences

Check one: Undergraduate Graduate

THE ATTACHED *NON-GEN-ED* PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course

Short-term non-gen-ed course

Minor curricular changes (fewer than three) to:

existing non-gen-ed course

non-gen-ed degree requirements

major

minor, specialization, concentration, track, certificate program

DEPARTMENT

(Signature indicates approval)

Dept. Curriculum Chair / Date Joel Rubin / OCT 7, 1999

Dept. Chairperson / Date John Doe / 10-01-99

ACADEMIC DEAN

Approved Not Approved Comments:

Dean's Signature/Date Edward J. Moran / 10/12/99

COLLEGE CURRICULUM COMMITTEE

Date of open hearing 11/23/99 Approved Not Approved

Comments: Change Course title to Electronic Commerce

Signature of College Chair/Date: Phillip A. Lewis 11/23/99

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed 12/6/99

Comments:

Curriculum Chair Signature [Signature] Date announced at Senate 12-7-99

EXECUTIVE VICE PRESIDENT/PROVOST

Approved Not Approved If no, reasons are as follows:

Student Credit Hours _____ Faculty Load Hours _____ Equalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date): _____ Executive VP/Provost Signature/Date [Signature]

REGISTRAR

Date Approved Course Description Received 12/15/99 Hegis Taxonomy & Course Number Assigned 0702.515

Registrar Signature/Date Robert A. Kubat

NOTIFICATION FORWARD

____ Senate Curriculum Committee Chairperson _____ Academic Dean(s)
____ Department Chairpersons _____ Registrar _____ Sponsor(s)

NEW COURSE PROPOSAL

1. DETAILS

- A. COURSE TITLE: Electronic Commerce
- B. SPONSOR: Diane Hamilton, Department of Management & MIS
- C. CREDIT HOURS: Three
- D. COURSE LEVEL: Graduate
- E. PREREQUISITES: None
- F. SUGGESTED TIME AND SCALE OF IMPLEMENTATION: Academic year 2000/2001
- G. CURRICULAR EFFECT: This course will serve primarily as an elective for students in the MBA program, although graduate students in other programs are welcome to elect it also. Another MBA elective, Expert Systems for Business, will no longer be offered.
- H. ADEQUACY OF PRESENT STAFF, RESOURCES, ETC: Inasmuch as this course will replace another MBA elective in the same discipline, the current staff, resources, space, etc. is adequate.
- I. RECOMMENDED LIBRARY RESOURCES: New journals dealing specifically with electronic commerce are now being created. If these journals are not included in ABI Inform, it would be useful to add one to the library offerings.
- J. SHORT-TERM EVALUATIONS: This course was never offered as a short-term offering. However, it did run as the content for a Special Topics during the summer of 1999 and an evaluation was conducted. The results are provided herein.
- Students in the course were asked if the course should run again or not. One hundred percent of the class indicated that the course should run again.
 - Students rated each topic in the course as follows: 3 = extremely valuable; 2 = valuable; 1 = not valuable. All course topics had mean ratings between 2.83 and 2.13, indicating that, on average, the students felt all the topics were valuable.
 - In response to "What were the most beneficial aspects of the course?" students said:

- Really explained the security of the web for e-commerce; learned about the security measures taken to ensure confidentiality of credit card data.
 - Information about the whole subject has been very valuable.
 - The course offered a lot of information to students regarding the web. It is so new to everyone that there is always something to be learned by the most up to date teachings. Provided technical information that most people are not aware of.
 - Obtaining a feel for the various aspects of the Internet, such as cookies, key pairs, etc.
 - Legal aspects of e-commerce; the encryption process; security issues.
 - Learned terms for interacting with technical support.
 - Understanding the full potential of e-commerce and the world wide web.
 - Learning how to develop own web page.
 - Hands-on training of various software packages for web-site design.
- In response to “What could be changed about the course to make it a more valuable experience?” students said:
 - Offer during fall or spring semesters; need more time with material; increase the length of time for the course; need more time – not a summer course.
 - Need to make this course 15 weeks because valuable lab time was lost because of summer hours.
 - Provide notes to supplement the lab sessions.
 - More lab assignments; smaller, but more of them.
 - Spend more time with actual web examples; require students to find information on the web.

2. RATIONALE

Electronic commerce first began in 1994. Yet, since that time the number of consumers shopping on line has been increasing exponentially. E-commerce represents a whole new way of doing business, and students in business should be made aware of the issues surrounding this new marketplace. A testament to this statement is the fact that the first time this material was offered, during the summer of 1999, the course filled to capacity. One of the university’s vision elements is “Life in a Technological Society.” Electronic commerce certainly epitomizes this concept. Universities are rushing to include e-commerce in their offerings; Rowan is now among the early providers.

3. ESSENCE OF THE COURSE

A. OBJECTIVES: The objective of this course is to introduce students to the business of electronic commerce from several different perspectives, and to provide them with sufficient exposure to and practice in web page design and

creation as to allow them to make a contribution in this area to their employer.
(Note that virtually all MBA students are currently employed.)

B. TOPICAL OUTLINE/CONTENT: Assuming a 15 week semester including exam week, the topical outline is as follows:

- Week 1: Introduction to Electronic Commerce
(Strategic business models revised to apply to electronic business)
How to create a web site on the Rowan server
HTML Lesson 1
- Week 2: Assurance of Web Sites
(Attestation of web sites by various organizations; similar in concept to attestation of financial statements by an auditor)
HTML Lesson 2
- Week 3: The Internet Regulatory Environment
(Taxation, lawsuits and new laws specifically applicable to business on the Internet)
HTML Lesson 3
- Week 4: Electronic Data Interchange
(Business to business transactions on the Internet)
HTML Lesson 4
- Week 5: Risks of Insecure Systems
(Risks of doing business over the Internet)
HTML Lesson 5
- Week 6: Risk Management of Web Sites
(Risk management paradigm applied to e-commerce)
Web Page Design Strategies
- Week 7: Exam
- Week 8: Internet Standards and Protocols
(Standards setting bodies; protocols for data transmission on the Internet)
Web Page Design Strategies
- Week 9: Cryptography and Authentication
(Encryption and authentication for secure data transmission over the Internet)
Introduction to Netscape Composer
- Week 10: Firewalls

(Functions of firewalls in Internet servers)
Formatting Web Pages with Composer

Week 11: E-Commerce Payment Mechanisms
(Current methods for transacting payments on-line)
Adding Appropriate Links to the Web Page

Week 12: Intelligent Agents
(Artificial intelligence utilized in search engines, etc.)
Adding Appropriate Images to the Web Page

Week 13: Web-Based Marketing
(Marketing techniques used on the Internet)
Creating Tables in Web Pages

Week 14: Exam

Week 15: Presentation of Web Sites

C. EVALUATION AND GRADING PROCEDURE: Students will be evaluated on their understanding of the e-commerce material by two essay examinations and class participation. Ability to create well-designed web sites will be evaluated by weekly lab assignments and a major web project.

D. COURSE EVALUATION: Student learning outcomes assessment will be collected in this course to ensure that students are meeting the stated course objectives. Student evaluations of the course and the instructor (SIR II) will be collected in this course every time it is offered. When these results are received from ETS the instructor will respond to them, in writing, and provide this to the department chair.

4. RESULTS OF CONSULTATION

PARTIES CONSULTED: Written consultations were requested from the department chair of each of the three departments in the College of Business and the MBA Director. A written consultations was also requested from the chair of the Computer Science Department. Their responses are attached.

CATALOG DESCRIPTION

3 s.h.

Electronic Commerce -- An Interdisciplinary Approach

(Prerequisite: 0702.500 - Issues in MIS) Do not include 12/15/89 Per Diane Hamilton

This course will introduce students to electronic business. It will cover such diverse issues as: e-commerce payment mechanisms, encryption and authentication of data, web assurance, electronic data interchange, legal issues on the web, and web marketing. There will also be a lab component that will provide students with exposure to and practice in web page design and creation.



College of Business – MBA Office

DATE: September 23, 1999

TO: Whom it may concern

FROM: Dilip Mirchandani, Director – MBA Program **DCB**

RE: New Course Proposal

The proposed new course titled, “Electronic Commerce – An Interdisciplinary Approach” is an excellent addition to the bank of elective courses for the MBA Program. It is current, relevant, and was very well received by students when it was offered as a Special Topics course. In addition, there is a critical need for interesting new electives in the MBA Program. The proposed course is therefore a timely addition.

If you need further information or clarification please contact me at X4048 or mirchandani@rowan.edu

INTEROFFICE MEMORANDUM

TO: DIANE HAMILTON
FROM: BERHE HABTE-GIORGIS, CHAIR *BHG*
MARKETING DEPARTMENT
SUBJECT: NEW COURSE PROPOSAL
DATE: 10/05/99
CC: CAROL WELSH
JOOH LEE
DILIP MIRCHANDANI

Your e-commerce course proposal was forwarded to the department faculty. The response is generally positive and supportive. What is more, in the discussion we had today, you addressed adequately questions raised by the faculty regarding the interdisciplinary nature of the course.

E-commerce is a revolution that is affecting the way business is conducted. Many schools of business have introduced courses, and specialization to cope with the unusual phenomena. Your proposal opens the way for development of e-commerce courses in the various specializations. I, therefore, express full support for the course proposal.

INTEROFFICE MEMORANDUM

TO: DIANE HAMILTON
FROM: CAROL WELSH *CW*
SUBJECT: CONSULTATION-NEW COURSE PROPOSAL
DATE: 10/11/99
CC: BERHI HABTE-GIORGIS, JOOH LEE, DILIP MIRCHANDANI, DON STONE

After consultation with members of the department curriculum committee, the consensus opinion is that the addition of Electronic Commerce-An Interdisciplinary Approach is an important addition to the MBA program. It's currency in today's business environment requires that coverage of the subject matter be available for our students. To best prepare our students in the technology of the 21st century, students need to have exposure to e-commerce.



*College of Business
Department of Management & Management Information Systems*

Date: October 11, 1999

To: Dr. Diane Hamilton

From: Dr. Jooh Lee, Chair of Dept. of Management and MIS *Jooh Lee*

Re: Consultation of New Course Proposal: Electronic Commerce

In today's business environment, the use of the internet is becoming critical for firms to sustain a competitive advantage. Our students in MBA program will be expected leaders in advancing business techniques. Therefore, they are expected to explore electronic commerce from many different perspectives including legal issues, risk management, EDI, and web marketing strategies, etc. In addition, they also need to have some knowledge in advanced information techniques like the creation of web page and information search techniques from various web resources.

In light of such needs, this course will be appropriate to our students for their future career development in today's changing business environment. Without hesitation, I would like to support this course as one of essential part of our MBA curriculum.

From: Seth Bergmann
To: Diane Hamilton
Date: 9/29/99 9:37AM
Subject: Course Proposal

To: Diane Hamilton
Management and M.I.S.

From: Seth Bergmann
Computer Science

Date: Sept. 29, 1999

Subject: Course Proposal - E Commerce

Don Stone is now retired and has forwarded to me your course proposal, Electronic Commerce - An Interdisciplinary Approach.

I support this proposal. There is very little overlap with our course, Web Programming, and I think the two courses complement each other fairly well.

The only question I have has to do with the "Interdisciplinary Approach" wording in the title, since it was not clear from the essence and topical outline exactly which disciplines you are referring to. However, I have no objection to leaving the title as it is.

Best wishes on this proposal!

Seth Bergmann Computer Science
Department Chair Rowan University
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bergmann@rowan.edu