

PROPOSAL SCC #00-01 109

CURRICULUM PROPOSAL FORM 2000-2001

NON-GENERAL EDUCATION PROCESS A

**\*DEADLINES:** Deadline dates for 2000/2001 submissions: Regular proposals: October 20, 2000 to be implemented in Fall 2001; Short-Term proposals: December 8, 2000 to be implemented in Fall, 2001; Regular proposals February 16, 2001 to be implemented in Spring, 2002; March 23, 2000 for short-term courses to be implemented in Spring 2002.

PROPOSAL TITLE:         I.S. Dimension of E-Business

SPONSOR(S):        Diane Hamilton

DEPARTMENT:         Management and MIS

COLLEGE: Business

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

Dept. Chairperson / Date

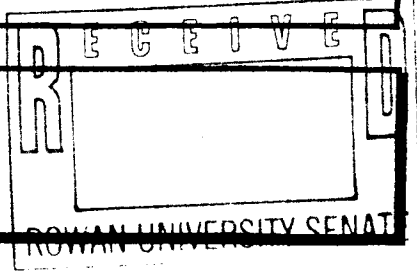
**ACADEMIC DEAN**

Approved

Not Approved

Comments:

Dean's Signature/Date



**COLLEGE CURRICULUM COMMITTEE**

Date of open hearing (if necessary) \_\_\_\_\_ Approved  Not Approved \_\_\_\_\_

Comments:

Signature of College Chair/Date: Bobby Hatten - 1/21/01

**UNIVERSITY CURRICULUM COMMITTEE**

Date Received/Processed 12/15/00

Comments:

according to description, not a new

Curriculum Chair Signature Monte G. Gentry Date Announced At Senate 1-23-01

**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 C. L. Hines 2/5/01

**REGISTRAR**

Date Approved Course Description Received \_\_\_\_\_ Hegis Taxonomy & Course Number Assigned 0702-430

Registrar Signature/Date [Signature]

**NOTIFICATION FORWARD**

\_\_\_\_\_ Senate Curriculum Committee Chairperson \_\_\_\_\_ Academic Dean(s)  
\_\_\_\_\_ Department Chairpersons \_\_\_\_\_ Registrar \_\_\_\_\_ Sponsor(s)

## **NEW COURSE PROPOSAL: E-Business – Information Systems Perspective**

### **DETAILS**

- A. Course Title: E-Business – Information Systems Perspective (0702.4xx)
- B. Sponsor: Diane Hamilton, Department of Management & MIS
- C. Credit Hours: 3
- D. Course Level: Undergraduate, Senior
- E. Prerequisites: (0702.334-Management Information Systems OR 0503.420-Accounting Information Systems) AND 0704.103-Computer Science & Programming
- F. Suggested time and scale of implementation: Course to be offered initially during fall 2001. Course to be offered every semester.
- G. Curricular Effect: This course will be a requirement for all business administration students specializing in MIS.
- H. Adequacy of present staff, resources, space needs, etc.: The current staff, resources and space needs are adequate to support this course. While this adds a new requirement to the specialization, a proposal concurrently submitted will show a reduction of one required course, thus leaving departmental faculty requirements unchanged.
- I. Recommended Library Resources: Current resources, specifically ABI-Inform, are sufficient to support this course.
- J. Short term evaluations: Not applicable.

### **RATIONALE**

The rationale for adding this course seems self-evident. The World Wide Web has changed business and has changed the way that businesses do business. This trend will continue to an even greater extent over time. Thus, a change in the external environment has required us to meet the change by introducing students to this area of business. MIS students will benefit from this course because the job market for students with competencies in this area is very large and growing. The Rowan University vision also provides a rationale for this course, i.e., we are to prepare students for life in a technological society.

### **ESSENCE OF THE COURSE**

- A. Objectives of the course in relation to student outcomes.  
When students complete this course they will:
  - understand the advantages and disadvantages of e-business;
  - understand the new types of business models underlying e-business;

- understand the ethical implications of the privacy issue as it relates to the personal information industry (Over time this e-business issue is likely to be resolved legally and, at that time, this topic will be replaced by another relevant ethical issue.);
  - understand that e-commerce is not a US phenomenon, that the World Wide Web is global in scope, and they will understand many of the factors that arise as a result;
  - understand how encryption can be used to authenticate electronic business transactions;
  - understand how electronic payments are made and processed.
  - In Information Systems, students need both theory and practice. Therefore, students will also have experience designing web pages using HTML, including the creation of web-based forms.
  - In order to create interactive web pages, such as provide the foundation for electronic commerce, students will learn the basics of ColdFusion. (ColdFusion is chosen at this time because it currently drives a large number of e-commerce sites, and so will be a skill that is directly marketable upon graduation. However, different software may be used in the future, as appropriate.)
  - Students will have experience creating interactive web pages that can process form data, do both client-side and server side form validation, build a search interface, and update records in a corporate database.
- B. Topical Outline/Content. The objectives as stated in “A” are specific and reflect the course content.
- C. Evaluation and Grading Procedure. Students will be graded based upon their performance in examinations, their web page assignments, and their course research, e.g., on specific dot-coms and the status of international e-business.
- D. Course Evaluation. Student evaluations will be collected and plans for course improvement will be developed each semester (as is customary in the College of Business). Student learning in the areas of ethics and globalization as related to e-commerce will be assessed and reported annually for this course (as is customary in the College of Business). Student learning overall will be assessed as part of the MIS Specialization Assessment, which is an exam taken by all graduating MIS students. Overall performance on this exam will drive specific teaching pedagogy.

## **RESULTS OF CONSULTATION**

This course proposal was shared with the chairperson of the following departments and a letter of consultation was requested: Accounting/Finance, Marketing, Computer Science. Copies of consultations are attached to this proposal.

## Catalog Description

0702.4xx

3 s.h.

### **E-Business – Information Systems Perspective**

*Prerequisites: 0702.334, 0704.103*

This course explores the nature of electronic business including such topics as current business models, various ethical implications, international issues in e-business, and e-commerce payment mechanisms. Students will also gain practice in creating interactive web pages that process form data, such as those that provide the foundation for electronic-business.

**From:** Jennifer Kay <kay@elvis.rowan.edu>  
**To:** <hamilton@rowan.edu>  
**Date:** 10/3/00 1:01PM  
**Subject:** E-Business Proposal

To: Diane Hamilton, MIS  
From: Jennifer Kay, Chair, Computer Science Curriculum Committee

Dear Diane,

We are pleased to hear that your department is proposing a course in E-Business - IS Perspective. We support the course. For those students who are interested in studying more advanced web programming, a natural followup to your E-Business - IS Perspective course might be 0704.320, our Web Programming course.

Sincerely,

-- Jennifer Kay

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Jennifer Kay  
Rowan University  
Computer Science Department

kay@elvis.rowan.edu  
<http://www.rowan.edu/~kay>

**CC:** <bergmann@rowan.edu>, <hartley@rowan.edu>, <hristesc@elvis.rowan.edu>, <baliga@rowan.edu>

# Memorandum

**To:** Diane Hamilton

**From:** Carol N. Welsh, Chairperson Accounting & Finance

**Date:** 10/05/00

**Re:** New Course Proposal – E-Business- IS Perspective Consultation

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After reviewing the course proposal for E-Business-IS Perspective, the Department of Accounting and Finance is supportive of the addition of this course to the curriculum offerings. The course is pertinent, relevant, and necessary in the studies of MIS students in this area of the business to business environment. Furthermore, accounting majors selecting the computer science track may elect to take this course as one of their electives.

**From:** Berhe Habte-Giorgis (Berhe Habte-Giorgis)  
**To:** Hamilton, Diane  
**Date:** 10/6/00 1:17PM  
**Subject:** Course Proposal

I commend your effort to introduce a course that is so timely in the dynamically changing business world and I support the proposal fully.  
Berhe Habte-Giorgis  
Chair, Department of Marketing