Step 1, Form A

San Bernardino Valley College
Course Outline for MIS 184
Business and the Internet

I.   A. CATALOG DESCRIPTION:

Department: Management Information Systems
MIS 184 Business and the Internet
2 hours lecture weekly, 2 hours lab weekly = 3 units
This course provides the student with the knowledge necessary for an effective and profitable business using the World Wide Web.
Prerequisite: MIS 182

B. SCHEDULE DESCRIPTION:

This course provides the student with the knowledge necessary for an effective and profitable business using the World Wide Web.

II.   NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: ONE

III.   EXPECTED OUTCOMES FOR STUDENTS

Upon completion of the course, the student will be able to:

A. Define the qualities of a business web page;
B. Demonstrate aesthetics of a business web page;
C. Give instructions necessary for managing and updating a business web page;
D. Register a Web Site with Search Engines;
E. Describe how to advertise a Web Site.
F. Describe and use counters, security, encryption, shopping carts, forms, banners, and cookies;
G. Explain the shipping process, the tracking process, the value of Human Contact, 800 numbers, guarantees, and reasons for linking to alternate sites.

IV.   CONTENT

A.   Business Web Page Components
        1.   Counters
        2.   Contact phone number
        3.   Physical address
        4.   Shopping carts
        5.   Encryption
        6.   Aesthetics
        7.   Forms
B.   Managing and Updating a Business Page
        1.   Contacting Web Page designers
        2.   Reasons for updating
        3.   Methods of updating
        4.   Frequency of updating

        C.   Evaluating Existing Business Web Pages
           1.   Searching for various types of business Web Pages
           2.   Analyzing Web Pages for necessary components
           3.   Is there clarity of content? Why? (Simplicity vs. Complexity)
           4.   Does it grab your attention? Why? (Use of Colors/Animations)
           5.   Is it easy to navigate? Why? (Obvious Icons)

        D.   Promoting a Product/Business
           1.   Registering with Search Engines
           2.   Linking to/from similar sites

        E.   Methods of Communication
           1.   Why/When to use telephone, e-mail, fax, postal service
           2.   Supplying an address and phone numbers

        F.   Methods of Payment
           1.   Credit cards – pros and cons
           2.   Checks – pros and cons
           3.   CODs – pros and cons
           4.   Payments – pros and cons

        G.   Creating a Business Web Page
           1.   Choosing a site for creating a free Web Page
           2.   Design/Create the page using the host's tools
           3.   Create links to classmate's pages
           4.   Register Web Pages

V.   METHODS OF INSTRUCTION:

        A.   Lecture
        B.   Laboratory Assignments
           1.   Web Searches
           2.   Information gathering/assimilation/interpretation
           3.   Web Page creation
           4.   Reading assignments drawn from textbook chapters, electronic journals and web articles

VI.   TYPICAL ASSIGNMENTS:

        A.   Evaluating existing business Web Pages
             Analyzing Web Pages for necessary components
           1.   Search the Internet for web pages that pertain to the sale of a particular product such as bicylces.
           2.   Evaluate these Web sites for conditional criteria such as the use of graphics, colors, readability, and clarity.
           3.   Share findings with classmates.
           4.   Classmates and instructors critic results.

VII.   EVALUATION:

        A. Methods of evaluation:
           1.   Class projects (laboratory assignments)
           2.   Oral presentations
           3.   Comprehensive examination (in-class presentation)
                a)   A presentation of the student's Business Web Page to the class and instructor. Included in the presentation should be a description of techniques used and justification of those techniques. Evaluation will be based on the quality of the Web Page by standards developed during the class, the knowledge demonstrated by the student during explanations and answering questions from

classmates and instructor.
   B. Frequency of evaluation:
      1.   Seven laboratory assignments
      2.   One Web Page creation project
      3.   One final examination (in-class presentation)

VIII.   TYPICAL TEXT(S):

Donovan, John J. The Second Industrial Revoulation: Business Strategy and Internet Technology. Prentice Hall Computer Books, 1997.

Hartman, Amir , John Sifonis, and John Kador. Net Ready: Strategies for Success in the E-conomy. McGraw-Hill, 2000.

Schwartz, Evan I. Webonomics: Nine Essential Principles for Growing Your Business on the World Wide Web. Broadway Books, 1997.

Sterne, Jim. World Wide Web Marketing: Integrating the Internet into Your Marketing Strategy. John Wiley & Sons, 1995.

Vitale, Joseph. Cyberwriting: How to Promote Your Product or Service Online (Without Being Flamed). 1996.

IX.   OTHER SUPPLIES REQUIRED OF STUDENTS: one zip drive disk