

Career & Technology

E-Commerce

Unit 1 – The History Nature and Impact of E-Commerce			24 Days		
Academic Alignment with TEKS	CTE TEKS	Content/Vocabulary	Guiding Questions	Activities	Resources and Web links
<p>Math §111.32. b 1b, 1e, 2c, 2d</p> <p>English §110.31 b 21b, 25c §110.31 b 20, 21, 22, 23</p> <p>Science §112.42.c 2, 3</p> <p>Social Studies §113.32c 14,21,22,23,25 §113.35c 3,6,19,20 §113.39c 1-10 §113.37 16,17,18 §113.32c 14,21,22,23,25</p>	<p>TEKS The student will have basic knowledge of e-commerce principles.</p> <p>a) Discover the history, nature and impact of e-commerce</p> <p>b) Identify and understand fundamental terms and concepts used in e-business</p> <p>c) Articulate the different types of e-commerce models business on the Web</p> <p>The student will develop and understanding of the basic concepts, key issues and critical technologies of e-Business and understand the contributions to e-Business solutions.</p> <p>a) Distinguish and explain the current types of e-business models being applied today and contrast them to past business models and the history of e-business</p> <p>b) Recognize the evolution of e-business, best practices and processes demonstrated by e-business leaders</p> <p>c) Strategize the key factors considered when launching e-business initiatives</p> <p>d) Develop strategic marketing functions related to launching an e-business initiative</p> <p>e) Consider key factors relating</p>	<p>Internet Transmission Control Protocol/Internet Protocol World Wide Web Web Browser Hypertext transfer Protocol Domain Name Uniform Resource Locator Internet Service Provider Web Host Providers Wireless Internet Wireless Internet Service providers Crawler-based search engines Electronic Commerce Bricks and Mortar Business Multichannel Retailer Pure-play retailer B2G C2B Elastic Demand Business Model B2B Brand Loyalty G2C</p>	<p>To what does the term e-commerce refer? To what does e-tailing refer? What limits might there be on Internet selling? What are some of the advantages of e-tailing? Name some of the job and career opportunities in e-commerce. In what ways might e-tailing be different from traditional buying and selling? How do you define globalization? What are some ways to pay for merchandise purchases on the Internet? How would you prepare for a job in e-commerce?</p>	<p>Worksheets Section Reviews Develop Domain Names Review Key Terms Acronyms List Set up e-mail accounts Journaling Brainstorming Quick Talk Respond Sections Read Aloud Fundamentals of Ecommerce Research Paper Prepare Flash Cards Prepare Outline Roundtable discussion on pluses and minuses of bricks and mortar stores vs E-commerce Class Discussion Company Research Self Assessments Business Week Activities Guest Speaker from Industry</p>	<p>Ecommerce.gle ncoe.com Marketing Educators of Texas Business Week Certified Emarketing Association E-Business Internet Marketing</p>



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	<p>to legal and regulatory authorities with planning e-business solutions</p> <p>f) Differentiate and comprehend the basic principles and processes involved with implementing an e-business initiative</p> <p>g) Identify and understand the types of e-business IT projects currently being implemented</p> <p>h) Demonstrate an awareness of deployment and support considerations needed to sustain the key business processes that may be affected by an e- business implementation</p> <p>i) Comprehend and identify and fundamental aspects of supply chain management in the e-business paradigm</p> <p>j) Recognize and understand the value of client/user interface designs and its affect on business relationships</p> <p>k) Evaluate fundamental volume and performance monitoring issues in e-business</p> <p>l) Identify and comprehend fundamental network application technology concepts and their affects on e-business implementations</p> <p>m) Explain the fundamental concepts and terms concerning network and information security as it relates to implementing an e-business solution</p> <p>n) Discover and understand fundamental concepts concerning e-business</p>	<p>Value Chain C2C E-Business Mass Customization B2C E-Cash E-tailing Hyperlink Services Retailers Secure Socket Layers Smart Card Wholesalers Retailers e-Wallet Digital Certificates Non-Store Retailers Electronic Funds Transfer Human translation Online Dispute Resolution Export Culture Web Globalists Quotas Free Trade Globalization Imports Machine Translation Tariffs Protectionists</p>			
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	<p>technology performance and maintenance to support an e-Business solution</p> <p>o) Outline the fundamental concepts relating to data management and usage in supporting e-business technology solutions.</p>				
Unit 2 – You and E-Commerce			12 Days		
<p>Math n/a</p> <p>English n/a</p> <p>Science n/a</p> <p>Social Studies §113.32c 14,21,22,23 §113.35c 3,6,19,20 §113.35c 3,6,19,20 §113.39c 1-10 §113.37 16,17,18 §113.32c 14,21,22,23,25</p>	<p>TEKS Students will explore career opportunities in e-Commerce</p> <p>a) Comprehend and experience the daily functions of e-marketing and e-commerce by participating in Job Shadowing opportunities at area businesses</p> <p>b) Exhibit the basic business functions in relation to e-marketing and e-commerce.</p> <p>The student will explore the ethical, legal, and security aspects of e-Commerce</p> <p>a) Define, identify and examine security concerns and threats</p> <p>b) Identify and security procedures; authentication identification, security providers</p> <p>c) Explain governmental</p>	<p>Job Shadowing Internship Mentorship Multimedia Ergonomics OSHA OOH Electronic Resume Digital Portfolio SPAM ECPA of 2000 Hacker Trademark Worms Firewall Copyright Patent Internet Filter Virus Logic Bomb Privacy Policy Cyberlaw Encryption Cybersquatters</p>	<p>How does your career choice influence your lifestyle? What is the difference between a job and a career? Do you need more or less training/education for a career in e-commerce versus a more traditional career? Why? Why is it important to have an e-resume, a regular resume, and a portfolio? What do copyright and patent laws protect? What is a trademark? Why is privacy an important consideration in e-commerce? Why is children's online privacy so important?</p>	<p>Worksheets Section Reviews Review Key Terms One Page Research Paper on E-Commerce Job that appeals to students Define EOEC List essential functions and Skills needed for E-Commerce Career Path Determine how to get something trademarked, copyrights, and patented. Journaling Respond Sections Research Paper Prepare Flash Cards Prepare Outline Class Discussion Company Research Self Assessments Business Week Activities Guest Speaker from Industry Guest Speaker from Legal Field</p>	<p>Ecommerce.glencoe.com Marketing Educators of Texas Business Week Certified Emarketing Association E-Business Internet Marketing</p>



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	<p>policies related to e-Commerce; Fair Trade Act, Privacy Act, Interstate Commerce Act,</p> <p>d) Identify Copyright and Trademark Laws and explain how to obtain one</p> <p>e) Evaluate appropriate copyright and trademark compliance</p> <p>f) Apply proper citation methods</p> <p>g) Examine ethical issues related to e-Commerce</p>				
Unit 3 – Business Structures and The Business Plan in E-Commerce			12 Days		
<p>Math n/a</p> <p>English §110.31 b 15,16,17,18,19</p> <p>Science n/a</p> <p>Social Studies §113.39c 16-18 §113.37c 16-18</p>	<p>TEKS</p> <p>The student will develop an Online Business Plan.</p> <p>a) Illustrate and identify the entrepreneurial process</p> <p>b) Identify factors affecting the success of e-Commerce business</p> <p>c) Distinguish the different planning stages outlined in an electronic business.</p> <p>d) Define an Internet Business Strategy utilizing the following key factors: the company vision, mission, objectives, values, strategies, goals and programs</p> <p>e) Develop a written business plan by defining business description, products and services, industry analysis,</p>	<p>Stockholder</p> <p>Board of Directors</p> <p>Limited Partnership</p> <p>Economic Indicators</p> <p>Sole Proprietorship</p> <p>Inflation</p> <p>Corporation</p> <p>Supply and Demand</p> <p>Basic Partnership</p> <p>Initial Public Offering</p> <p>Market Economy</p> <p>Shares</p> <p>Revenue Model</p> <p>E-Zine</p> <p>Blog</p> <p>Affiliate Program</p> <p>Licensing</p> <p>Business Plan</p> <p>Forward looking statements</p> <p>Income Statement</p> <p>Balance Sheet</p> <p>Assets</p> <p>Liabilities</p>	<p>What are the basic business ownership structures?</p> <p>What kind of business structure sells shares and has a board of directors?</p> <p>What is a market economy?</p> <p>Does E-Commerce affect state and local economies? How?</p> <p>What are economic indicators?</p> <p>Would the revenue model for a service company differ from that of a company selling a product? How?</p> <p>Why is a business plan important for all businesses?</p> <p>Who might read a business plan? Why?</p>	<p>Worksheets</p> <p>Section Reviews</p> <p>Review Key Terms</p> <p>Journaling</p> <p>Respond Sections</p> <p>Write a Business Proposal</p> <p>Cost Estimations</p> <p>Define different types of business ownership</p> <p>Pros and Cons list of Business Ownership</p> <p>Field Trip to Economic Development Coop</p> <p>Prepare Flash Cards</p> <p>Prepare Outline</p> <p>Class Discussion</p> <p>Company Research</p> <p>Self Assessments</p> <p>Business Week Activities</p> <p>Guest Speaker from Small Business Leaders of America.</p> <p>Economic Indicator Report</p> <p>Debate over new technology vs old ways of doing business</p>	<p>Ecommerce.gle</p> <p>ncoe.com</p> <p>Marketing Educators of Texas</p> <p>Business Week Certified</p> <p>Emarketing Association</p> <p>E-Business Internet Marketing</p> <p>Amazon.com</p> <p>Dell.com</p> <p>Census Bureau Department of Commerce</p> <p>Google Blogger</p>



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	marketing plan, operations, plan, financial plan, management plan			E-tail, Retail, Wholesale Group Project Create a Revenue Model Develop a Business Plan Present the Plan to the Small Business Leaders Panel	
Unit 4 – Web Site Development			18 Days		
<p>Math §111.35 c 3, 4</p> <p>English</p> <p>Science §112.42.c 2, 3</p> <p>Social Studies §113.32c 14,21,22,23,25</p>	<p>TEKS Students will analyze and create an effective e-Commerce web site.</p> <p>a) Set web site goals and objectives</p> <p>b) Analyze web site structure and design (text, graphics, digital images, animation, links, forms, frames, applets, multi-media components, etc.)</p> <p>c) Identify methods of determining the Internet identity of a business</p> <p>d) Explain how to obtain an Internet name</p> <p>e) Gauge, opt for and utilize appropriate tools in the creation of complex web pages containing forms, data collection, frames and tables.</p> <p>f) Evaluate and confirm appropriate tools in the creation of enhanced web pages containing CGI scripts, DHTML, XML, HTML, JavaScript</p>	<p>Site map Objectives Brainstorming Demographics Home Page Navigate Feasibility Assessment Goals Storyboards Layout Target Market Navigation Scheme Tags Frames Tables Hyperlinks Image Map Cascading Style Sheets JavaScript Dynamic HTML Java JPEG GIF Button MP3 Streaming Audio Position Title Element Meta data Robots Pay per click Back end management</p>	<p>What is the difference between a goal and an objective? Why is this difference important? What are demographics? What is the purpose of a home page? What is a hyperlink? What does HTML stand for? What does it do? Why is it necessary to use care when choosing colors, fonts, and graphics? Why is positioning a Web site in a search engine important? What is back-end management?</p>	<p>Worksheets Section Reviews Review Key Terms Journaling Respond Sections Prepare Flash Cards Class Discussion Self Assessments Business Week Activities Guest Speaker Industry Logo Creation Brainstorming activity Demographics Study Rough Draft Story Boards Present examples of Good vs Poor Web Design Research different types of Web Design Development software Color psychology Research W3c standards Develop a site map Search engine optimization study Web Analytics</p>	<p>Ecommerce.glencoe.com Marketing Educators of Texas Business Week Certified Emarketing Association E-Business Internet Marketing</p>



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Server
Bandwidth
SQL
PHP

UNIT 5 – Marketing in the Digital World **24 Days**

<p>Math §111.35 C3, C4</p> <p>English §110.31 b 15,16,17,18,19</p> <p>Science n/a</p> <p>Social Studies §113.35c 3,6,19,20 §113.39c 1-10 §113.37 113.38c 21-24 16,17,18 §113.32c 14,21,22,23,25</p>	<p>TEKS Students will explore using the Internet as a marketing tool.</p> <p>a) Interpret the basic marketing functions and how they apply to e-Commerce</p> <p>b) Describe criteria for identifying a potential web site product or service</p> <p>c) Discover and identify the Internet tools and methods used to market goods and services</p> <p>d) Depict target marketing and niche marketing in relation to e-Commerce</p> <p>e) Identify and describe different methods of advertising on the Internet</p> <p>f) Conceptualize online promotional campaigns.</p> <p>g) Create Email Marketing Campaigns</p> <p>h) Develop and Identify Effective Banner Advertising</p> <p>i) Understand the importance of Search Engines optimization</p> <p>j) Coordinate on/off–line marketing techniques</p> <p>k) Identify and explain the channels of distribution for products and services</p> <p>l) Outline the steps and factors in pricing</p> <p>n) Identify types of research for gathering information on</p>	<p>Cross Selling Permission Marketing Cookies Marketing Mix Market Research Marketing Clickstream Data Market Segments E-Mail Marketing Virtual Marketing Marketing Research Personalization Metrics Promotion Distribution Channel of Distribution Intermediary Cybermediary Web Distributor Web Affiliate Aggregator Electronic Customer Relationship Management Stand-Alone Programs Enterprise Resource Planning Best of Breed Hosted E-CRM FAQ's Bots Bundling Semantic Web Real-Time Pricing Chat Rooms Intelligent Agents Message Boards</p>	<p>What are the differences between marketing, promotion, and advertising?</p> <p>What do e-tailers learn from market research?</p> <p>To what aspect of selling does distribution refer?</p> <p>Why is good E-CRM so important to online businesses?</p> <p>What major disadvantage do e-tailers face that bricks-and-mortar stores do not when it comes to customer service?</p> <p>Why is a good brand name important?</p> <p>Where and how should e-tailers advertise to maximize their exposure to potential customers?</p>	<p>Worksheets Section Reviews Review Key Terms Journaling Respond Sections Prepare Flash Cards Class Discussion Self Assessments Business Week Activities Power Point Presentation regarding product development. Guest Speaker on Internet Marketing Research Project on Product Development Research project on two e-tail sites, compare and contrast Group presentation on product delivery methods from previous project. Research Outsourcing vs In house web management Web Site Usability Study over MISD.org Write a Customer Service Plan</p>	<p>Ecommerce.gle ncoe.com Marketing Educators of Texas Business Week Certified Emarketing Association E-Business Internet Marketing</p>
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	<p>customers and potential customers</p> <p>o) Identify and illustrate customer service as it relates to e-commerce</p> <p>p) Express the uses of databases as a marketing tool</p> <p>q) Describe collection and payment options for web sites</p> <p>r) Analyze various marketing functions in existing e-Commerce sites</p> <p>s) Examine and define front-end business systems</p>	<p>Profiling Spiders Unique Selling Proposition Sticky Content Site Traffic Banner Ad Online Coupons Opt-out Spoof E-Mail Brand Opt-in Exit Page Dynamic Content Skyscraper Banner Unique Visitors Branding Interstitials</p>			
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