Administrative Unit: Computer and Mathematical Sciences Department

Course Prefix and Number: CISS 274

Course Title: Introduction to Internet Technology and Electronic Commerce

Number of: Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: This course will introduce students to the Internet and Electronic Commerce. Topics include the World Wide Web, electronic mail, telnet, ftp, discussion lists, newsgroups, information searching and retrieval techniques, and basic web page design and programming methodologies (HTML and CGI). Social, economic, ethical, and political topics will also be discussed. Prerequisite: CISS 234 or CISS 238 or CISS 240.

Prerequisite(s)/Corequisite(s): CISS 234 or CISS 238 or CISS 240.


Course Objectives:

• To utilize the Internet in support of business activities.
• To evaluate various e-commerce business models.
• To conduct online transactions.
• To examine the legal and ethical issues involved with Internet commerce.
• To examine network security issues.
• To utilize HTML, extensible markup language, and scripting.
• To utilize active server pages.

Measurable Learning Outcomes:

• Examine e-Business models.
• Utilize various Internet marketing tools.
• Evaluate the legal and ethical issues that surround Internet marketing.
• Utilize appropriate security tools.
• Employ HTML, scripting, dynamic HTML, active server pages, and XML in support of Internet marketing.
• Incorporate multimedia into Web pages.

Topical Outline (major areas of coverage):

• E-commerce business models
• Internet marketing
• Online monetary transactions
• Legal and ethical issues
Recommended maximum class size for this course: 20

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Lawrence West

Name ____________________________ Signature ____________________________

Date: May 10, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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