

E-COMMERCE AND ENTREPRENEURSHIP – 579M

Essential Curriculum—Course Overview

Total Hours: 125

UNIT 1: THE BASICS OF ENTREPRENEURSHIP

Hours: 10

Topic: 01 – Should You Become an Entrepreneur? (2 hours)

Goal: The student will be able to define the various characteristics of an entrepreneur and explain the benefits of being an entrepreneur.

Objectives: The student will:

- Define entrepreneurship
- Identify the major characteristics of an entrepreneur
- Recognize opportunities for an entrepreneur
- Identify the pros and cons of entrepreneurship

Topic: 02 – Skill of an Entrepreneur (2 hours)

Goal: The student will be able to describe the skills needed to be a successful entrepreneur

Objectives: The student will:

- Justify the importance of business communications skills
- Create effective business letters and memos
- Prepare and give effective public speaking presentations
- Describe the importance of and demonstrate effective telephone etiquette
- Discover the value of good listening skills
- Develop basic business math skills
- Define the sales transaction process
- Compute percentages for business purposes
- Define the problem-solving model
- Recognize the importance of group decision making
- Research leadership styles for various types of business structures

Topic: 03 – What is an Economy (2 hours)

Goal: The student will be able to describe the different economies, the concept of cost within an economy, and how government affects the market economy.

- Objectives:** The student will:
- Describe market and command economies
 - Define the concepts of supply and demand
 - Explain the effects of market structure on price
 - Describe the functions of business in a market economy
 - Identify various types of costs
 - Discover how different types of costs affect the prices entrepreneurs charge
 - Explain the government's effect on what is produced
 - Recognize the different roles the government plays in a market economy

Topic: **04 –Types of Business Ownership** (4 hours)

Goal: The student will be able to identify the various types of business ownership.

- Objectives:** The student will:
- Identify the advantages and disadvantages of purchasing an existing business
 - Explain the steps involved in buying a business
 - Recognize the advantages and disadvantages of joining a family business
 - Evaluate franchise ownership
 - Recognize the advantages and disadvantages of starting a new business
 - Evaluate the different types of business ownership

UNIT 2: RESEARCHING AND PLANNING A BUSINESS

Hours: 18

Topic: **01 – Develop a Business Plan** (2 hours)

Goal: The student will be able to explain the importance of a written business plan, describe the elements of a business plan, and create an effective business plan.

- Objectives:** The student will:
- Explain the purpose of writing a good business plan
 - Describe the importance of a business plan
 - Describe the basic elements of a business plan
 - Research and organize business plans

Topic: **02 – Identify and Meet a Market Need** (4 hours)

Goal: The student will be able to identify the value of market research, describe and perform market research, and identify competition within chosen industries.

Objectives: The student will:

- Identify target markets
- Research markets using primary and secondary data
- Identify the steps involved in primary data market research
- Design marketing survey tools
- Determine direct and indirect competition for a business
- Analyze the strengths and weaknesses of competitors
- Create strategies for maintaining customer loyalty

Topic: **03 – Finance, Risk Management, and Insurance** (4 hours)

Goal: The student will be able to prepare financial plans, obtain financing, identify business risks, determine risk management needs, design risk management plans, and analyze and select insurance policies.

Objectives: The student will:

- Determine start up costs for a business
- Prepare basic accounting reports
- Locating, selecting and qualifying for financial resources
- Categorize types of business risk
- Identify security precautions to protect a business
- Assess insurance needs and analyze various insurances available

Topic: **04 – Business Site Selection and Physical Layout** (3 hours)

Goal: The student will be able to research and select a location; design a physical layout to meet the needs of a business; and purchase required business equipment, supplies, and inventory.

Objectives: The student will:

- Compare and contrast location needs for various types of businesses
- Evaluate leasing versus buying space
- Consider costs and types of leases available
- Research and design the physical layout for different types of businesses
- Identify and evaluate equipment and supplies needed for a business
- Research vendors and suppliers
- Explain the importance and types of inventory control

Topic: 05 - Marketing a business (3 hours)

Goal: The student will be able to define the marketing mix and create marketing plans for a business.

Objectives: The student will:

- Describe the marketing mix
- Identify channels of distribution
- Evaluate different pricing models
- Determine price structure for products or services
- Compare and contrast publicity and advertising
- Create a promotional mix
- Set marketing goals
- Create marketing plans

Topic: 06 – Human Resources (2 hours)

Goal: The student will be able to analyze staffing needs, hire employees, create compensation packages, and identify the components of human resource management.

Objectives: The student will:

- Determine staffing needs
- Recruit, interview, and select employees
- Research alternatives to hiring permanent staff
- Determine pay rates for employees
- List benefits options for compensation packages
- Create compensation packages
- Create personal leadership style
- Research motivational tools
- Research and create evaluation procedures
- Create effective teams
- Research and devise policies on diversity and equal employment opportunities regulations

UNIT 3: RECORD KEEPING, ACCOUNTING, AND FINANCIAL MANAGEMENT

Hours: 16

Topic: 01 – Establishing a Record Keeping System (3 hours)

Goal: The student will be able to explain and apply the fundamentals of basic accounting and financial reporting.

- Objectives:** The student will:
- Explain the accounting system for a business
 - Describe the items of information included on each financial statement
 - Identify ongoing accounting activities
 - Explain how business owners use technology to complete accounting functions
 - Explain various methods of managing inventory

Topic: **02 - Financial Management** (4 hours)

Goal: The student will be able illustrate the financial management process, analyze financial performance, and select appropriate financial experts.

- Objectives:** The student will:
- Construct a cash budget
 - Examine the role of credit
 - Manage business cash flow
 - Analyze financial statements
 - Evaluate future profit potential
 - Locate potential financial management consultants
 - Identify the types of services financial experts provide

Topic: **03 – Technology Use** (3 hours)

Goal: The student will be able to identify the types of technology available for business operations.

- Objectives:** The student will:
- Determine the different types of computer software and hardware available to run a business
 - Assess a business's need for technology
 - Create a technology plan for a business

Topic: 04 – Legal, Ethical, and Social Obligation (4 hours)

Goal: The student will be able to discuss the legal requirements, ethical issues, and social responsibilities of businesses.

Objectives: The student will:

- Recognize how laws promote competition
- Identify the laws that regulate trade
- Identify the laws protecting employee rights
- Explain how to protect intellectual property
- Define ethics
- Discuss ethical, social, and environmental issues and responsibilities

Topic: 05 – Strategic Planning (2 hours)

Goal: The student will be able evaluate methods of growing a business, identify global trends and opportunities, and describe the role of business and entrepreneurship in a multicultural and global economy.

Objectives: The student will:

- Evaluate the need for business expansion
- Create a plan for business growth and expansion
- Examine the product life cycle
- Identify the different ways to export and import goods
- Determine the feasibility of international business opportunities
- Evaluate trade regulations that affect various types of businesses
- Demonstrate an understanding and awareness of cultural diversity in the marketplace

UNIT 4: *E-COMMERCE AND CREATION OF AN E-COMMERCE BUSINESS PLAN*

Hours: 46

Topic: 01 – What is E-Commerce? (3 hours)

Goal: The student will be able to explain the history of electronic commerce, and compare traditional and e-commerce distribution channels.

Objectives: The student will:

- Describe and explain the dynamics of e-commerce
- Identify significant milestones in the history of e-commerce
- Compare traditional distribution methods with e-commerce distribution
- Explain the economic impact of e-commerce on the global society

Topic: 02 – Business to Business E-Commerce (3 hours)

Goal: The student will be able to describe past and present business models and practices, and make predictions for future e-commerce trends.

Objectives: The student will:

- Describe business-to-business e-commerce
- Explain the stages of the e-commerce revolution
- Describe how online business transaction differ from traditional business transactions
- Identify e-commerce models and explain how they operate
- Discuss the impact of e-commerce on the day-to-day operations of large businesses
- Identify future trends for businesses-to-business e-commerce

Topic: **03 – Consumer E-Commerce** (3 hours)

Goal: The student will be able to identify the process of online shopping and explain the process of e-marketing.

Objectives: The student will:

- Explain the development of business-to-business e-commerce
- Compare e-commerce retailing with traditional retailing
- Describe the process of e-commerce market research
- Apply market information to make decisions
- Recognize the importance of Internet domain names to e-commerce
- List and describe the various access points from which customers can enter business web sites
- Recognize the components of e-commerce promotion
- Analyze data to develop an e-commerce advertising plan

Topic: **04 –Distribution, Payment and Customer Service** (5 hours)

Goal: The student will be able to describe distribution processes, discuss payment options, and define good customer service practices.

Objectives: The student will:

- Compare direct and indirect channels of distribution
- Describe online supply networks and the impact that antitrust laws have had on them
- Explain the processes of physical distribution and digital delivery in e-commerce
- Analyze the importance of order fulfillment in e-commerce
- Explain how merchants accept payment for items sold online
- Describe security issues impacting online purchases
- Discuss the delivery of quality customer service
- Recognize the importance of quality customer service

Topic: 05 – Internet and E-Commerce (3 hours)

Goal: The student will be able to discuss Internet access, site development, and security options

Objectives: The student will:

- Describe Internet service providers and explain their services
- Identify Internet access options
- Describe the process of building a web site
- Recognize e-commerce security concerns
- Describe cyber crime prevention and detection capabilities

Topic: 06 – Legal and Ethical Issues (3 hours)

Goal: The student will be able to describe legislation and ethical issues relating to e-commerce

Objectives: The student will:

- Understand how cyber law is designed to protect companies and people
- Identify U.S. and global e-commerce legal issues
- Discuss Internet crimes
- Differentiate between ethical and unethical Internet behavior
- Discuss privacy issues involving the Internet
- Explain the importance of “netiquette”
- Determine the impact of “netiquette” on e-commerce

Topic: 07 – Building Careers in E-Commerce (3 hours)

Goal: The student will be able to describe careers available in e-commerce industries.

Objectives: The student will:

- Understand the basics of the e-commerce work place
- Identify and use sources available to provide job and career information
- Identify career strategies for discovering e-commerce jobs
- Explain how to prepare for careers in e-commerce
- Identify common traits that employers desire in e-commerce workers
- Describe what to include in electronic résumés and portfolios

Topic: 08 – Create an E-Commerce Business Plan(23 hours)

Goal: The student will be able to create a business plan for an e-commerce business.

Objectives: The student will:

- Create an e-commerce business plan

UNIT 5: PLANNING, DESIGNING, BUILDING, AND MANAGING AN E-COMMERCE WEBSITE

Hours: 35

Topic: 01 – Web Site Development – Introduction to *Dreamweaver* (5 hours)

Goal: The student will be able to develop an website using *Dreamweaver* software

Objectives: The student will:

- Identify and understand the basic features of the *Dreamweaver* environment.
- Describe the function, benefits, and structure of *Dreamweaver*, including the Property Inspector, the Objects Panel, toolbars, the Launcher and Mini-Launcher, and the document window.
- Define a web site
- Understand design concepts such as outlining the steps involved in developing a web site; determining the content of a web site; understanding the appropriateness, placement, consistency, and usability of designing web pages; determining the pages and navigation structure of a web site.

Topic: 02–Web Site Development (5 hours)

Goal: The student will understand the overall process of developing a Web site; and will be able to determine the purpose, audience, navigation structure, and content of a Web site, as well as implement design concepts in the Web page layout using page headers and bottom shared borders

Objectives: The student will:

- complete the planning stage of developing a Web site and describe the four basic design concepts.
- merge and split cells in a table, create and edit Library items, insert dates, create e-mail hyperlinks, and include copyright information.

Topic: 03 – Images in Dreamweaver and Fireworks (8 hours)

Goal: The student will be able to identify and understand the basic features of Macromedia Fireworks MX as it relates to adding graphics to a web site.

Objectives: The student will:

- Describe the function, benefits, and structure of *Fireworks*, including the Tools Panel, the Frames Panel, the workspace, the Canvas, and the Property Inspector.
- Understand graphic file formats for web pages
- Use *Fireworks* to enhance web page content by creating vector graphics, including drawing, combining and aligning objects; working with layers, scaling objects, and applying effects
- Use *Fireworks* to edit bitmap images and vector graphics, set up a document, insert graphic hyperlinks, create buttons, create rollovers, establish links, optimize and export images, and create.

Topic: 04 – Typography, Style Sheets, and Color (5 hours)

Goal: The student will be able to insert tables, graphics, and hyperlinks into a web site and to understand the use of typography, paragraph styles, style sheets, and color in a web site.

Objectives: The student will:

- Insert tables and adjust table properties for page design
- Insert graphics
- Create hyperlinks
- Understand the use of typography, paragraph styles, style sheets and color

Topic: 05 – Plan, Design, and Build an E-Commerce Web Site (22 hours)

Goal: The student will be able to plan, design, and build an e-commerce web site.

Objectives: The student will:

- Identify goals and objectives in planning an e-commerce web site.
- Describe the components of an e-commerce site.
- Create a site map, story board, and navigation scheme for an e-commerce web site
- Include a form on a web page
- Build an e-commerce web site

CAPSTONE PROJECT

The capstone project for this curriculum is the creation of the ecommerce business plan and the ecommerce website. These two major projects will demonstrate the students mastery in this subject matter.