

e-Commerce Curriculum

P. Coombs, McGraw High School Business Education

<p>Course: e-Commerce</p>	<p>Standard 1: Career Development: Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions. Standard 2: Integrated Learning: Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings. Standard 3a: Universal Foundation Skills: Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace. Standard 3b: Career Majors: Students who choose a career major will acquire the career-specific technical knowledge/skills necessary to progress toward gainful employment, career advancement, and success in postsecondary programs.</p>			
<p>Performance Indicators - LW DAT</p>	<p>Essential Questions</p>	<p>Essential Knowledge & Skills</p>	<p>Classroom Ideas</p>	<p>Assessment Ideas</p>
<ul style="list-style-type: none"> ▪ Work collaboratively with other students to problem solve and analyze E-Commerce Web sites ▪ Explain the purpose and use of e-commerce ▪ Analyze and synthesize facts about the past, present and future of business on the Web ▪ Discuss how B2B, B2C, U2C, C2C, and G2C, can work collaboratively to be successful ▪ Research and analyze organizations on the Web 	<p>What is the impact of the Internet on our economy?</p>	<ul style="list-style-type: none"> ▪ E-Commerce - It's more than buying and selling ▪ Partnership between the Internet and business ▪ Success stories and Dot-Bombs ▪ E-Commerce models ▪ Organizations on the Web 	<p>Research and Evaluate Search Engines</p> <p>Research net ethics @ www.stthom.edu/cbes/oje.html</p> <p>"Surf" Yahoo's Business and Economy Links</p> <p>Research Technology Careers</p> <p>Research option for you @ www.irs.gov</p> <p>Check it out - Office Depot Business Center</p> <p>www.volunteermatch.org</p>	<p>You Judge: Internet Marketing Excellence Awards @ www.tenegra.com</p> <p>"Extra Challenge"</p> <p>Teamwork Project - Consumer Products</p> <p>Research another country's travel & tourism web page - fact find</p> <p>Charitable organization - on the Web</p> <p>American Life Project</p>
<ul style="list-style-type: none"> ▪ Work collaboratively with other students to problem solve and analyze E-Commerce Web sites ▪ Analyze and evaluate different investment opportunities online ▪ Create a career/college portfolio ▪ Apply research to create a budget ▪ Compare/Contrast jobs and colleges 	<p>How does e-Commerce affect me personally with personal and business services?</p>	<ul style="list-style-type: none"> ▪ Career planning, portfolio components, and job hunting ▪ Job relocation and the Web ▪ College planning and the Web ▪ Managing Money without leaving home ▪ Online banking services ▪ Online investing ▪ Financing your house or car ▪ Financing your college education ▪ FAFSA ▪ Information services on the Web 	<p>Research job banks online such as Monster.com and America's Job Bank</p> <p>Complete the FBI fact finding</p> <p>Visit www.collegenet.com and learn about college and career planning</p> <p>Visit www.lendingtree.com</p> <p>Investigate different student loan options</p> <p>Visit www.travelocity.com</p>	<p>Formulate a "budget"</p> <p>Research and analyze different college and career options</p> <p>Net Ethics</p> <p>Analyze & evaluate different invest opportunities online</p> <p>Create a travel plan</p> <p>Info links project 5-2</p>

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Performance Indicators	Essential Questions	Essential Knowledge & Skills	Classroom Ideas	Assessment Ideas
<ul style="list-style-type: none"> ▪ Work collaboratively with other students to problem solve and analyze E-Commerce Web sites ▪ Compare and Contrast purchasing options ▪ Explain online auction services ▪ Place and track secure purchases on the net ▪ Explain how virtual marketplaces and portals enhance B2B ▪ Analyze the logistics of distributions systems as they relate to supply and demand ▪ Evaluate security and privacy of websites ▪ Explain customer evaluations for online businesses ▪ Evaluate security and privacy of websites ▪ Access information about products and companies 	<p>How and what can I buy online?</p>	<ul style="list-style-type: none"> ▪ Buying and shopping online ▪ "Cookies" ▪ Tracking customers - UPS ▪ Experience virtual "try-on" ▪ UPS & Fed EX- how do they do it? ▪ Electronic Data Interchange (EDI) ▪ E-Procurement ▪ Virtual Marketplaces ▪ Explore the "Intra"net ▪ Logistics and Distribution of purchasing ▪ The Savvy Online Buyer ▪ Safeguarding Security and Privacy ▪ Wise Consumerism 	<p>Visit Dean & Deluca's online (and in Rockefeller Plaza!)</p> <p>Configure a dream car or computer</p> <p>Comparison shop for laptops</p> <p>Establish your own "procurement" process</p> <p>Investigate SciQuest online for portal purchasing</p> <p>Explore Indiana State Univ.</p> <p>Fruit of the Loom Teamwork</p>	<p>Net Fact Finder</p> <p>Research and analyze www.Amazon.com</p> <p>Critical Thinking - How has the Internet changed the way you shop now versus five year ago?</p> <p>"Link up" colleges with different branches</p> <p>SCANS Projects 3-1 thr 3-3</p> <p>Create a new marketing sign - online for a real estate agency</p>
<ul style="list-style-type: none"> ▪ Work collaboratively with other students to problem solve and analyze E-Commerce Web sites ▪ Explain how customers find out about you and your products through Internet advertising ▪ Describe how to sell products online ▪ Evaluate to pros and cons to banner advertising ▪ Discuss ways to promote your website and get it on a SE cat. ▪ Explain and analyze "private Internet ▪ Evaluate Int'l Bus. on Web 	<p>How can companies use the Internet for marketing, e-mail targeted advertising, and customer service over the Web?</p>	<ul style="list-style-type: none"> ▪ Marketing through a new medium - All Stages ▪ "Hit" counters ▪ What is PDF Format? ▪ Digital Advertising ▪ Demographics ▪ E-mail Marketing ▪ SPAM! ▪ Promoting your site ▪ Global e-commerce ▪ Online Int'l Bus. Info. ▪ Intranets, Extranets, and the Internet ▪ Pop-up Ads ▪ Encryption 	<p>Analyze banner ads</p> <p>Mind map the steps in doing business on the web</p> <p>Brainstorm - What products would be hard to sell over the Internet?</p> <p>Visit Nielsen NetRatings Web site</p> <p>Outline an online Marketing Plan</p> <p>Discuss possible links with different websites and how they work together. I.e. Borders and MapQuest</p>	<p>Create a sweepstakes page</p> <p>Research and analyze secure transaction shopping</p> <p>"Plan" your stay over online</p> <p>Create an online marketing plan</p> <p>Create a Florida vacation home rental and sales information tip sheet (Simulation)</p>

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Performance Indicators	Essential Questions	Essential Knowledge & Skills	Classroom Ideas	Assessment Ideas
<ul style="list-style-type: none"> ▪ Work collaboratively with other students to problem solve and analyze E-Commerce Web sites ▪ Describe the components of a basic web site, including some optional features ▪ Compare and contrast methods for developing a web site ▪ Register domain names and promote an appropriate website ▪ Evaluate web sites and identify principles of good design ▪ Apply software to create a real web page 	<p>What makes a great e-commerce Web site?</p> <p>How can the Web process credit card purchases securely?</p>	<ul style="list-style-type: none"> ▪ HTML files ▪ Image Files ▪ Web Editor ▪ Web Servers ▪ Internet Connections ▪ Search Tools ▪ Database Servers ▪ Graphics Interchange Format (GIF) ▪ Joint Photographic Experts Group (JPEG) ▪ Methods for developing a website ▪ ICANN Web site - domain names and registration (dot ?) ▪ Accessibility guidelines ▪ FrontPage and Web Design 	<p>Visit various websites to create a "list" of potential things to include in your own website</p> <p>Visit misnt.indstate.edu/mfbjm/firstpage.htm to see actual HTML source code that create a webpage</p> <p>Research and Explore free website links at www.geocities.com</p> <p>Outline the methods for developing a website</p> <p>How do we decide which domain we belong to?</p> <p>Domain fact finding</p> <p>Online sporting goods store - develop a catalog page with a partner!</p> <p>Evaluate good web design in a jigsaw format</p>	<p>MOSAIC - how does it relate to Netscape Navigator and Internet Explorer? Fact Find!</p> <p>Create your own website with a group: Project 13-3, Teamwork, and Critical Thinking</p>

Learning Standards for Career Development and Occupational Studies

Standard 1: Career Development

Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.

Standard 2: Integrated Learning

Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.

Standard 3a: Universal Foundation Skills

Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.

Standard 3b: Career Majors

Students who choose a career major will acquire the career-specific technical knowledge/skills necessary to progress toward gainful employment, career advancement, and success in postsecondary programs.