### e-Commerce Curriculum

**Course:** e-Commerce

- **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.

<table>
<thead>
<tr>
<th>Performance Indicators - LWDAT</th>
<th>Essential Questions</th>
<th>Essential Knowledge &amp; Skills</th>
<th>Classroom Ideas</th>
<th>Assessment Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Work collaboratively with other students to problem solve and analyze E-Commerce Web sites</td>
<td>What is the impact of the Internet on our economy?</td>
<td>▪ E-Commerce - It's more than buying and selling</td>
<td>Research and Evaluate Search Engines</td>
<td>You Judge: Internet Marketing Excellence Awards @ <a href="http://www.tenegra.com">www.tenegra.com</a></td>
</tr>
<tr>
<td>▪ Explain the purpose and use of e-commerce</td>
<td></td>
<td>▪ Partnership between the Internet and business</td>
<td>Research net ethics @ <a href="http://www.stthom.edu/cbes/oje.html">www.stthom.edu/cbes/oje.html</a></td>
<td>&quot;Extra Challenge&quot;</td>
</tr>
<tr>
<td>▪ Analyze and synthesize facts about the past, present and future of business on the Web</td>
<td></td>
<td>▪ Success stories and Dot-Bombs</td>
<td>&quot;Surf&quot; Yahoo’s Business and Economy Links</td>
<td>Teamwork Project - Consumer Products</td>
</tr>
<tr>
<td>▪ Discuss how B2B, B2C, U2C, C2C, and G2C, can work collaboratively to be successful</td>
<td></td>
<td>▪ E-Commerce models</td>
<td>Research Technology Careers</td>
<td>Research another country’s travel &amp; tourism web page - fact find</td>
</tr>
<tr>
<td>▪ Research and analyze organizations on the Web</td>
<td></td>
<td>▪ Organizations on the Web</td>
<td>Research option for you @ <a href="http://www.irs.gov">www.irs.gov</a></td>
<td>Charitable organization - on the Web</td>
</tr>
<tr>
<td>▪ Work collaboratively with other students to problem solve and analyze E-Commerce Web sites</td>
<td>How does e-Commerce affect me personally with personal and business services?</td>
<td>▪ Career planning, portfolio components, and job hunting</td>
<td>Check it out - Office Depot Business Center</td>
<td>American Life Project</td>
</tr>
<tr>
<td>▪ Analyze and evaluate different investment opportunities online</td>
<td></td>
<td>▪ Job relocation and the Web</td>
<td><a href="http://www.volunteermatch.org">www.volunteermatch.org</a></td>
<td></td>
</tr>
<tr>
<td>▪ Create a career/college portfolio</td>
<td></td>
<td>▪ College planning and the Web</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Apply research to create a budget</td>
<td></td>
<td>▪ Managing Money without leaving home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Compare/Contrast jobs and colleges</td>
<td></td>
<td>▪ Online banking services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

# e-Commerce Curriculum

**P. Coombs, McGraw High School Business Education**

---

## Course: e-Commerce

<table>
<thead>
<tr>
<th>Performance Indicators</th>
<th>Essential Questions</th>
<th>Essential Knowledge &amp; Skills</th>
<th>Classroom Ideas</th>
<th>Assessment Ideas</th>
</tr>
</thead>
</table>
| Work collaboratively with other students to problem solve and analyze E-Commerce Web sites | How and what can I buy online? | • 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 | Visit Dean & Deluca’s online (and in Rockefeller Plaza!)  
Configure a dream car or computer  
Comparison shop for laptops  
Establish your own "procurement" process  
Investigate SciQuest online for portal purchasing  
Explore Indiana State Univ.  
Fruit of the Loom Teamwork | Net Fact Finder  
Research and analyze  
[www.Amazon.com](http://www.Amazon.com)  
Critical Thinking - How has the Internet changed the way you shop now versus five year ago?  
"Link up" colleges with different branches  
SCANS Projects 3-1 thr 3-3  
Create a new marketing sign - online for a real estate agency |

| Work collaboratively with other students to problem solve and analyze E-Commerce Web sites | How can companies use the Internet for marketing, e-mail targeted advertising, and customer service over the Web? | 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 | Analyze banner ads  
Mind map the steps in doing business on the web  
Brainstorm - What products would be hard to sell over the Internet?  
Visit Nielsen NetRatings Web site  
Outline an online Marketing Plan  
Discuss possible links with different websites and how they work together. I.e. Borders and MapQuest | Create a sweepstakes page  
Research and analyze secure transaction shopping  
"Plan" your stay over online  
Create an online marketing plan  
Create a Florida vacation home rental and sales information tip sheet (Simulation) |

---

**Course:**  
e-Commerce  

<table>
<thead>
<tr>
<th>Performance Indicators</th>
<th>Essential Questions</th>
<th>Essential Knowledge &amp; Skills</th>
<th>Classroom Ideas</th>
<th>Assessment Ideas</th>
</tr>
</thead>
</table>
| ▪ Work collaboratively with other students to problem solve and analyze E-Commerce Web sites | What makes a great e-commerce Web site? | ▪ 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 | Visit various websites to create a "list" of potential things to include in your own website  
Visit msn.indstate.edu/mfbjm/firstpage.htm to see actual HTML source code that create a webpage  
Research and Explore free website links at www.geocities.com  
Outline the methods for developing a website  
How do we decide which domain we belong to?  
Domain fact finding  
Outline sporting goods store - develop a catalog page with a partner!  
Evaluate good web design in a jigsaw format | MOSAIC - how does it relate to Netscape Navigator and Internet Explorer? Fact Find!  
Create your own website with a group: Project 13-3, Teamwork, and Critical Thinking |
| ▪ Describe the components of a basic web site, including some optional features | How can the Web process credit card purchases securely? |  |  |  |
| ▪ 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 |  |  |  |  |
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.