

Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title

E-COMMERCE

SDPTE Course ID

BE 0348 (ME 0348)

IBED

IBED 12153

A course designed to provide students with an understanding of the concepts and skills necessary for conducting e-business. Students will develop an understanding of the economic, social, legal and ethical issues related to e-business. Skill development in creating and publishing web pages and using the Internet for research, decision-making, and business communication is emphasized.

Term Semester

Preq

BE 0022 / BE 0110

Notes:

Business Law BLaw_1: Demonstrate Knowledge of Basics of the Law

BLaw_1.1 Analyze the relationship between ethics and the law.

Business Law BLaw_2: Demonstrate Knowledge of Contract Law, Law of Sales, and Consumer Law

BLaw_2.1 Describe the nature of a contractual relationship and analyze the relationship between it and law of sales and consumer law.

BLaw_2.2 Identify and describe legal issues involved with the sale of goods as they relate to contract and consumer law.

BLaw_2.3 Identify and discuss laws that are intended to protect consumers as they relate to contract law and the law of sales.

Business Law BLaw_5: Demonstrate Knowledge of Property Law

BLaw_5.1 Explain the legal rules that apply to personal property.

Blaw_5.3 Explain the legal rules that apply to intellectual property.

Business Law BLaw_7: Demonstrate Knowledge of Computer Law

BLaw_7.1 Explain how the advances in computer technology impact upon such areas as property law, contract law, criminal law, and international law.

Business Law BLaw_10: Demonstrate Knowledge of Environmental Law and Energy Regulation

BLaw_10.1 Explain the legal rules that apply to environmental law.

Communications Comm_1: Demonstrate Knowledge of Foundations of Communications

Comm_1.3 Communicate in a written format in a clear, courteous, concise, and correct manner on personal and professional levels.

Communications Comm_3: Demonstrate Knowledge of Technological Communications

Comm_3.1 Use technology to enhance the effectiveness of communications.

Communications Comm_5: Demonstrate Knowledge of Organizational Communications

Comm_5.1 Incorporate appropriate customer-service strategies to communicate effectively with various business constituencies.

Economics and Personal Finance EcPF_2: Demonstrate Knowledge of Personal Decision Making

EcPF_2.1 Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.

Economics and Personal Finance EcPF_3: Demonstrate Knowledge of Productivity

EcPF_3.1 Explain the importance of productivity, and discuss how specialization, division of labor, saving, investment in capital goods and human resources, and technological change affect productivity.

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Economics and Personal Finance EcPF_4: Demonstrate Knowledge of Economic Systems

- EcPF_4.1 Explain why societies develop economic systems, identify the basic features of different economic systems, and discuss the major features of the U.S. economy.

Economics and Personal Finance EcPF_13: Demonstrate Knowledge of the Role of Citizens

- EcPF_13.1 Describe rights and responsibilities of citizens in the U.S. economy.
EcPF_13.2 Identify and define laws that are available to protect the rights of consumers.

Economics and Personal Finance EcPF_14: Demonstrate Knowledge of International Economic Concepts

- EcPF_14.1 Examine the importance of economic relationships among nations and discuss the role of international trade and investment monetary relations in the global economy.

Economics and Personal Finance EcPF_15: Demonstrate Knowledge of Making Career Choices

- EcPF_15.1 Relate personal interests, wants and abilities to career choices and assess how conditions in the labor market may affect career choices.

Entrepreneurship Entr_2: Demonstrate Knowledge of Marketing

- Entr_2.1 Develop a marketing plan for identifying the market.

Entrepreneurship Entr_8: Demonstrate Knowledge of Global Markets

- Entr_8.3 Describe current trends in a global marketplace can affect an entrepreneurial venture.

International Business IntB_1: Demonstrate Knowledge of International Business Awareness

- IntB_1.1 Explain the role of international business and analyze its impact on careers and doing business at the local, state, national, and international levels.
IntB_1.2 Explain how geography impacts the conduct of international business.

International Business IntB_2: Demonstrate Knowledge of International Business Ethics

- IntB_2.1 Describe the environmental factors that define what is considered ethical business behavior.

International Business IntB_3: Demonstrate Knowledge of International Business Communications

- IntB_3.1 Apply oral and written communication strategies necessary and appropriate for effective and profitable international business relations.
IntB_3.3 Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations.

International Business IntB_4: Demonstrate Knowledge of International Business Environment

- IntB_4.1 Describe the social and cultural factors that shape and impact the international business environment.
IntB_4.4 Describe the economic factors that shape and impact the international business environment.

Information Systems IS_1: Demonstrate Knowledge of the Foundations of Information Systems

- IS_1.2 Demonstrate a knowledge of computers and the ability to use them.
IS_1.3 Identify the need for applications of technology in business, industry, society and on a global scale.

Information Systems IS_2: Demonstrate Knowledge of Industry Standard Software Applications

- IS_2.1 Select and apply word processing software.

Information Systems IS_3: Demonstrate Knowledge of Common Applications of Information Systems

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IS_3.1 Identify, select, evaluate, and use application software.

IS_3.2 Install, upgrade, and customize application software.

Information Systems IS_18: Demonstrate Knowledge of Web Design and Internet Fundamentals

IS_18.1 Demonstrate knowledge of internet fundamentals.

IS_18.2 Demonstrate ability to develop a basic Web page.

IS_18.7 Demonstrate ability to insert multimedia enhancements in a Web page.

Information Systems IS_22: Demonstrate Knowledge of Using Industry Standard Software for Web Design

IS_22.1 Demonstrate ability to use industry standard Web design software.

IS_22.2 Demonstrate ability to develop a Web page using industry standard Web design software.

IS_22.6 Demonstrate an understanding of the need for a Web server and files when using Web design software.

Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

Mktg_3.5 Identify and explain how technology influences/dictates marketing decisions.

Marketing Mktg_5: Demonstrate Knowledge of Price

Mktg_5.1 Explain the role of pricing in the marketing process.

Marketing Mktg_6: Demonstrate Knowledge of Place/Distribution

Mktg_6.1 Apply distribution processes and methods to develop distribution plans.

Marketing Mktg_7: Demonstrate Knowledge of Advertising

Mktg_7.1 Explain how and why advertising contributes to successful marketing.

Mktg_7.2 Explain how sales promotion contributes to successful marketing.

Mktg_7.3 Identify, compare, and contrast various forms of public relations activities and determine how public relations contributes to successful marketing.

Marketing Mktg_8: Demonstrate Knowledge of Marketing Research

Mktg_8.1 Develop, implement, and evaluate a marketing research project.

Marketing Mktg_9: Identify Characteristics of a Market

Mktg_9.1 Identify buying motives and strategies to influence buying.

Mktg_9.2 Differentiate between the types of markets.

Mktg_9.3 Describe market segmentation, why it is important, and how a business uses market segmentation to reach market goals.

Mktg_9.4 Explain why market positioning and repositioning are important.
