Colorado CTE Course – Scope and Sequence

Course Name	Introduction to E-Commerce	Course Details	.5
		Course = 0.50 Carnegie Unit Credit	
Course Description	**Focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. The course also covers security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal and ethical liabilities.**		
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered. Course aligns to the CCNS(BUS 1020) competencies. This course is built out on the state website. *Please note if you teach this with concurrent or dual enrollment, it may be taught at a level 3 or 4.		
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.	

All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at
https://www.cde.state.co.us/standardsandinstruction/essentialskills

Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
History and background of e-commerce		● Identify issues and trends in marketing-information management systems	● Distinguish between e-commerce and traditional commerce. ● Describe the benefits of e-	● Summarize e-commerce and how it has evolved. ● Examine the rationale on why	FBLA: E-Business PBL: Information Management

		• Identify emerging trends.	commerce and appropriate use. • Compare and contrast business-to-business (B2B) with business-to-consumer (B2C) e-commerce.	companies use revenue models • Assess internal and external forces that impact e-commerce. • Categorize types of e-commerce	DECA: Integrated Marketing Campaign
E-business marketing		• Identify technologies to improve website ranking/positioning on search engines/directories • Explain the use of video/images for digital marketing • marketing tactics • Leverage social networks for customer engagement.	• Describe the general structure of electronic networks, social media platforms, applications, websites, and mobile media.	• Summarize the commercial aspects of social networking. • Hypothesis the potential of Web 3.0 and Web 4.0. • Comment on the role of m-commerce thus far and assess its future.	FBLA: • E-Business • Marketing PBL: • Information Management • Integrated Marketing • Marketing Management DECA: • Business Administration Core:

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					● Marketing Career Cluster:
Advertising and promotion for e-businesses B2B and B2C		● Manage marketing information to guide and assess promotional activities. ● Understand promotional channels used to communicate with targeted audiences.	● Examine opportunities in virtual value chains and social innovation. ● Explain the role of data collection, analysis, and user experience in a business to increase transactions. ● Examine various marketing channels that drive e-commerce sales.	● Articulate how B2B can benefit from social networking and Web 2.0. ● Explain Internet marketing in B2B, including organizational buyer behavior. ● Define e-businesses as it relates to government and institutions ● Predict the role of C-commerce in the future. ● Compare and contrast Customer Relationship Management to Traditional Relationships with customers based	FBLA: ● E-Business ● Marketing PBL: ● Integrated Marketing ● Marketing Analysis and Decision Making DECA: Business Administration Core Marketing Career Cluster:

				upon the marketing mix. ● Define the importance of creating and maintaining an online brand. ● Describe how businesses use social media in viral marketing campaigns ● Examine Search Engine positioning strategies ● Evaluate domain names and selection strategies.	
Broker-based services for e-businesses		● Explain the nature of sample sources ● Scan marketplace to identify factors that could influence	● Explain broker-based services and how they are performed online.	● Summarize third-party exchanges. ● Compare and contrast characteristics of the sell-side marketplace,	FBLA: E-Business

Reorganization of business process for ecommerce		merchandising decisions		including auctions with buy-side marketplace and e-procurement ● Illustrate how reverse auctions work in B2B.	
			● Explore best practices for merchandising as it relates to e-commerce.	● Define what is e-commerce merchandising. ● Evaluate the important elements of e-commerce merchandising ● Compose a list of the benefits of e-commerce merchandising.	FBLA: ● E-Business ● Marketing PBL: ● Sales Presentation ● Retail Management
		Determine research approaches (e.g., observation, survey, experiment; quantitative or qualitative) appropriate to the research problem	● Survey computer and e-commerce security threats and best practices in cyber security	● Determine the major eCommerce security threats, vulnerabilities, and risks. ● Correlate the relationship between phishing	FBLA: ● E-Business ● CyberSecurity ● Computer Problem Solving ● Network Infrastructures

				and financial crimes ● Assess technologies and methods to secure and protect eCommerce communications and networks. ● Explain the concept of disaster recovery planning ● Summarize eCommerce implementation strategies.	PBL: ● Network Design ● Cyber Security DECA: Business Administration Core Marketing Career Cluster
Shopping cart technology		Identify transactional data through electronic means	● Explain electronic payment collection methods.	● Assess the shifts with online payment systems ● Identify the players and processes involved in using credit cards online. ● Compare and contrast various online alternatives	FBLA: ● E-Business ● Banking and Financial Services ● Business Plan

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				to credit card payments and identify under what circumstances they are best used. ● Summarize future trends to electronic payment collection methods.	
Website management		● Explain the role of business websites in digital marketing ● Identify technologies to improve website ranking/positioning on search engines/directories ● Explain the use of video/images for digital marketing	● Analyze how user experience, proper hardware, and software of e-commerce improves a business's web presence.	● Articulate the process of acquiring Web sites and evaluating building versus hosting options. ● Define the importance of providing and managing content and describe how to accomplish this. ● Evaluate Web sites on design criteria, such as appearance, navigation,	FBLA: ● E-Business ● Website Design PBL: ● Website Design ● Marketing Analysis and Decision Making

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				consistency, and performance. ● Summarize the process of building a Webstore.	
Legal and ethical issues		Understand responsibilities in marketing to demonstrate ethical/legal behavior.	● Discuss the laws and ethics governing e-commerce.	● Identify key concepts and terms for legal and ethical issues in eCommerce. ● Debate issues privacy, free speech, and defamation and their challenges. ● Assess the challenges caused by spam, splogs, and pop-ups. ● Summarize the importance of green Ecommerce and	FBLA: ● E-Business ● Business Ethics ● Advertising ● Business Law ● Marketing PBL: ● Business Law: ● Marketing ● Business Making ● Business Ethics DECA: ● Business Administration Core ● Marketing Career Cluster

				evaluate its concern.	