



[DEPARTMENT NAME]

[COLLEGE NAME]

COURSE PROPOSAL

Name:

Position:

Email:

Address:

Phone number:

I. Proposed course title

[Example] MKT 000: E-Commerce

II. Course Description

This courseware focuses on the emerging electronic commerce industry while tying in essential business processes such as operations, marketing, supply chain, finance, and others that underpin this digital business model. Focusing on key concepts, modern trends, and challenges and opportunities in this business model, this courseware prepares students to both learn about the industry and know how to conduct digital strategies to be competitive.

III. Purpose of the Course

Learning Objectives:

- Describe the technical terms and framework of e-commerce, evolution of the internet, and the driving forces of e-commerce
- Identify how to effectively define the e-commerce marketplace, factors of e-commerce competitiveness, and apply effective conversion rate optimization
- Demonstrate how to prepare for security threats and how to solve them
- Describe the cultural and societal influences, legal factors, and external environment analysis in e-commerce



- Define the different types of goals and metrics of e-commerce analytics
- Emphasize the significance of the pandemic to supply chain and the supply chain methods to support e-commerce
- Demonstrate how to create an inspiring digital experience in the e-commerce marketing landscape
- Discover the usage of CRM in e-commerce, challenges of CRM in e-commerce, and the management of sales in e-commerce
- Define customer service best practices in e-commerce and customer data modeling in e-commerce
- Identify the digital transformation in e-commerce as well as the future perspectives to come

IV. Elements of the Course

- **Quizzes:** Every reading assignment from the courseware has an accompanying quiz. The chapter readings and the quiz must be completed before class begins on the day the quiz is due.
- **Assignments:** Every chapter has an accompanying assignment. The assignment must be completed before class begins on the day the assignment is listed as due.
- **Expert Sessions:** Students engage with Expert Sessions, industry-led videos, throughout the semester. This helps give students a glimpse into the real world.
- **In-Class Participation**
 - [Example] You are expected to actively engage in classes and classroom discussions. Both attendance and in-class engagement are components of your participation grade.
 - Attendance: 5%
 - In-class engagement: 5%



V. Outline of Course Content

WEEK	TOPICS	READING	ASSIGNMENT
1	Introduction and Course Overview		
2	E-Commerce Foundations	Chapter 1	Chapter 1 Assignment Chapter 1 Quiz
3	E-Commerce Marketplace and Competition	Chapter 2	Chapter 2 Assignment Chapter 2 Quiz
4	E-Commerce Software, Security, and Solutions	Chapter 3	Chapter 3 Assignment Chapter 3 Quiz
5	E-Commerce External Environment	Chapter 4	Chapter 4 Assignment Chapter 4 Quiz
6	E-Commerce Analytics	Chapter 5	Chapter 5 Assignment Chapter 5 Quiz
7	Midterm		Midterm (Chapters 1-5)
8	Online Customer Demand and Supply Chain	Chapter 6	Chapter 6 Assignment Chapter 6 Quiz
9	Digital Marketing in the E-Commerce Arena	Chapter 7	Chapter 7 Assignment Chapter 7 Quiz
10	Guest Lecture / Expert Session Week		
11	E-Commerce CRM and Sales Management	Chapter 8	Chapter 8 Assignment Chapter 8 Quiz
12	Experience and Service	Chapter 9	Chapter 9 Assignment
13	Digital Transformation and Future Perspectives	Chapter 10	Chapter 10 Assignment Chapter 10 Quiz
14	Guest Lecture or Expert Session		
15	Wrap Up: Final Exam Review / Study Week		Final Exam Review
16	Final Exam		Final Exam (All Chapters)



VI. Proposed Courseware

Primary Courseware:

"E-Commerce: Essentials of Online Business" by Dr. Kyle Allison

Dr. Kyle Allison, renowned as The Doctor of Digital Strategy, brings a wealth of expertise from both the industry and academia in the areas of e-commerce, business strategy, operations, digital analytics, and digital marketing. With a remarkable track record spanning more than two decades, during which he ascended to C-level positions, his professional journey has encompassed pivotal roles at distinguished retail and brand organizations such as Best Buy, Dick's Sporting Goods, Dickies, and the Army and Air Force Exchange Service.

In the academic arena, Dr. Allison has been a pivotal figure in shaping the future generation of professionals as a respected professor and mentor, imparting knowledge in fields ranging from digital marketing, analytics, and e-commerce to general marketing and business strategies at prestigious institutions nationwide, spanning both public and private universities and colleges. Beyond teaching, he has played a pivotal role in curriculum development, course creation, and mentorship of doctoral candidates as a DBA doctoral chair.

As an author, Dr. Allison has significantly enriched the literature in business strategy, analytics, digital marketing, and e-commerce through his published works in Quick Study Guides, textbooks, journal articles, and professional trade books. He skillfully combines academic theory with practical field knowledge, with a strong emphasis on real-world applicability and the attainment of educational objectives.

Dr. Allison's educational background is as extensive as his professional accomplishments. He holds a Doctor of Business Administration, an MBA, a Master of Science in Project Management, and a Bachelor's degree in Communication Studies.

Publisher: Stukent, Inc.

ISBN: 978-1-956963-64-9

Chapter 1: E-Commerce Foundations

Chapter 2: E-Commerce Marketplace and Competition

Chapter 3: E-Commerce Software, Security, and Solutions

Chapter 4: E-Commerce External Environment

Chapter 5: E-Commerce Analytics

Chapter 6: Online Customer Demand and Supply Chain

Chapter 7: Digital Marketing in the E-Commerce Arena



Chapter 8: E-Commerce CRM and Sales Management

Chapter 9: Customer Experience and Service

Chapter 10: Digital Transformation and Future Perspectives

About Stukent

Stukent® provides innovative Simternships® and annually updated courseware to empower educators and prepare students for success. Since 2013, we've helped thousands of educators prepare more than a million students for professional careers, fulfilling our mission to help educators help students help the world.

Our turnkey materials give educators everything they need to create effective learning experiences with less preparation time. We develop career-relevant, work-integrated learning solutions for higher education and high school courses. Our cutting-edge Simternships and courseware allow students to employ real-world strategies in their coursework, helping them become confident, career-ready professionals.

Supplementary Materials

- Chapter lecture slides
- Midterm and final exam
- Quiz answer slides
- Lesson plans

VII. Sample Lesson Plan

E-COMMERCE FOUNDATIONS

Chapter 1 Lesson Plan

Chapter Overview

Chapter 1 establishes the scope, history, and modern emergence of e-commerce business. It also introduces key terms and concepts foundational to e-commerce that expand into further depth throughout the book. Lastly, this chapter will cover the e-commerce driving forces of consumerism, technology, organizational structure, and demographics of online customers.

Learning Objectives

After reading this chapter, students will be able to:

- Examine the definition and scope of e-commerce and related concepts



- Assess the historical development and current state of the e-commerce industry
- Identify the components and business forces facing the e-commerce market

Class Period Breakdown

This chapter can be covered in one 75-minute class period.

Recommended time breakdown:

5 minutes: Introduce textbook and walk through courseware navigation

5 minutes: Discuss major assignments and milestones of the class

40 minutes: Discuss the following topics:

- History of the web
- Key terms and concepts of e-commerce: to get familiar with what they are and to explain that these terms will be evaluated throughout the book
- The e-commerce ecosystem: high-level overview of main components

15 minutes: Arrange students in four small groups and have them discuss the Chapter 1 overview of the driving forces of e-commerce today. Assign one of the four driving forces to each group and have them discuss what the driving force is and how it applies to modern e-commerce in their collective view and then share with the class.

The four driving forces are:

- Demographics
- Consumerism
- Structural Changes
- Technology Advancement

10 minutes: Close with each group presenting their group's insights and view from the previous activity.

Key Topics to Cover

- Key insights on growth of e-commerce
- Technical terms



- The evolution of the internet
- The ecosystem of e-commerce
 - A key message is that the e-commerce ecosystem is very cross-functional, with many direct and indirect dependencies from multiple departments. From people, process, and technology perspectives, many factors of needs affect the operation of e-commerce business across multiple business disciplines. It's important for e-commerce students and professionals to have foundational familiarity with each of these areas.
- The six Cs of online customer value
 - Take ample time with this section, really walking through each of the six Cs with examples and asking students for examples they believe they have experienced as an online customer and why they feel the Six Cs are important.

This will help students as they learn further how e-commerce business and strategies are centered around online customer value and these pillars that are the Six Cs.

Assignment Overview

Walk through “Chapter 1 Assignment: E-Commerce Industry Report — Treasure Hunt.”

This assignment is to help students understand the importance of finding industry insights to better manage e-commerce business. Walk through what they are doing to research and find a modern article and how they should approach each of the questions for their reflection paper.

Refer to the instructor version of “Chapter 1 Assignment: E-Commerce Industry Report — Treasure Hunt” for more details.

Wrap Up

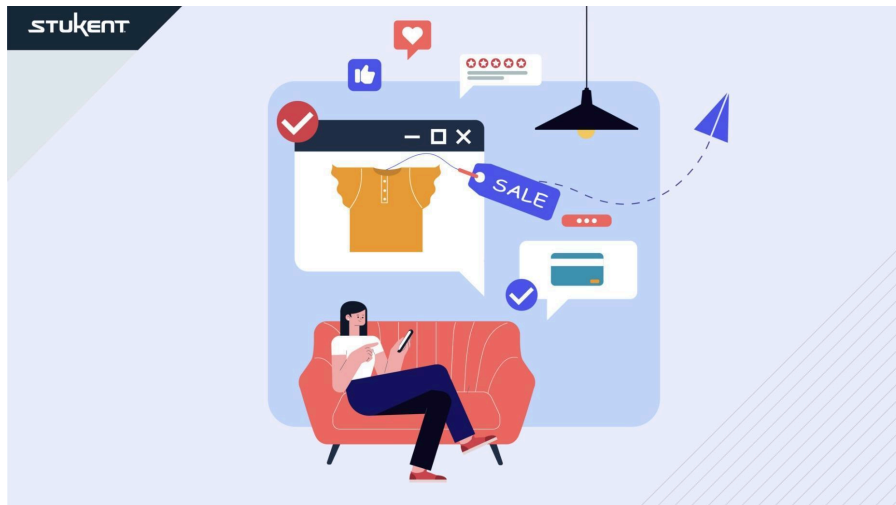
- End class by asking students to write on an index card or piece of paper one thing they learned in class and one thing they are confused about.
- Begin the following class period by answering the top 3-5 items students were most confused about.



VIII. Grading Criteria

- **Chapter Assignments:** 10 @ 40 points each = 400 points / 40%
- **Quizzes:** 10 @ 30 points each = 300 points / 30%
- **Midterm Exam:** 1 @ 150 points = 15%
- **Final Exam:** 1 @ 150 points = 15%
- **Total:** 1,000 Points = 100%

IX. Additional Resources



Equipping the Next Generation: 5 E-Commerce Trends to Share with Your Students

<https://www.stukent.com/blog/equipping-the-next-generation-5-e-commerce-trends-to-share-with-your-students/>

Description: The e-commerce industry is experiencing a fast transformation driven by new technologies and changing consumer values. For educators preparing students for entry-level positions in this dynamic field, understanding these trends is crucial. By integrating knowledge of these trends into your curriculum, you can ensure your students are well-equipped to enter the workforce.



The Power of Hands-On E-Commerce Learning

<https://youtu.be/4JnCH6DPkOQ>

Description: This 15-minute video will guide you through how this courseware will benefit your students in their e-commerce skills and career — from real-world case studies to hands-on assignments that bridge the gap between theory and practice. Led by author Dr. Kyle Allison, this video will showcase what sets this courseware apart from traditional textbooks and how it equips your students with the practical skills needed to thrive in the digital marketplace.

"I have been struggling for some time looking for eCommerce content for my course without reinventing the wheel. All the books I found were so outdated. When a colleague of mine who uses Stukent for our Social Media Management course said she saw eCommerce, I was so excited and emailed our Stukent rep right away. I really like the content of [the] text and the assignments are fun and relevant – exactly what I have been looking for!"

Western Wyoming Community College, Jennifer Allen