



Oak Park High School  
eCommerce  
January, 2012  
Mr. Amerikaner Room C-4  
Semester Course Grades 9-12



**PREREQUISITE-B** or higher in Computer Applications or demonstrated competency

Seventy percent of high school students say they want to start their own businesses. This course provides them with the information and skills for starting a small business, research and planning, marketing management, financing and growth. To incorporate the latest developments in small business management, included in the course of study will be international business opportunities, e-commerce, and the increasing importance of technology. The course combines technology information with fundamental topics needed to manage and operate a successful small business.

### **Objectives:**

This course covers emerging online technologies and trends and their influence on the electronic commerce marketplace. Students will learn various revenue models and how to market on the Web. Next, the course covers online auctions and various legal and ethical issues. Students will learn about important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud. Finally, students learn how to plan for electronic commerce. Specific topic coverage includes:

- ✓ Introduction to Electronic Commerce
- ✓ Technology Infrastructure: The Internet and the World Wide Web
- ✓ Selling on the Web: Revenue Models and Building a Web Presence
- ✓ Marketing on the Web
- ✓ Business-to-Business Activities
- ✓ Online Auctions, Virtual Communities, and Web Portals
- ✓ The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
- ✓ Web Server Hardware and Software
- ✓ Electronic Commerce Software
- ✓ Electronic Commerce Security
- ✓ Payment Systems for Electronic Commerce
- ✓ Planning for Electronic Commerce

## Classroom Expectations:

- ✓ Students are responsible for following all District, OPHS, and classroom rules and directions.
- ✓ There is no eating, drinking (other than bottled water), gum, ball-caps in the technology lab. Personal music players and cell phones are to be turned off during class time.
- ✓ Please show courtesy to visitors, guest teachers, and professional speakers in the technology lab.
- ✓ Students will be assigned a username and password to use the lab computers. DO NOT share this information with other students. Students will **not** be excused from assignments if the work “is lost” from the student’s work folder. Students are responsible for their own folders and correct saving of their work.
- ✓ Students are responsible for the proper use of the computers. Any misuse, vandalism or inappropriate use of the computers will result in the removal from the class. The teacher, administrators and District will discuss the consequences of these actions with the students and their parents.
  - **Consequences:**
    - First Offense- Verbal warning
    - Second Offense- Detention and call/note home
    - Third Offense- Referral for Administration Action

**\*\*\* Disruptive behavior:** Fighting, profanity, defiance of authority will result in immediate removal from the class without warning or appeal.\*\*\*

## Academic Honesty:

Students will not misrepresent class work, research assignments, class projects, examinations and homework assignments as their own, when in fact, they are the work of someone else.

## Grading Policy:

Students will be graded on the point systems. Students will receive grades for their submitted assignments, lab work, quizzes, tests, individual and group projects. In addition, students will receive points for class participation, which includes ability to collaborate, behavior and cooperation. Grades will be posted on the District Zangle Website. Each student and family will have access to the student grade.

## Make-up and Late Work Policy:

It is the student’s responsibility to find out what she/he missed during their absence. Assignments are posted and updated on the Teacher website: <http://erikamerikaner.com>. Assignments will be accepted one week past the posted due date for one-half credit. After the past-due date, the student will receive a zero for the assignment.

## Textbook:

Gary Schneider, *Electronic Commerce, Ninth Edition*. Course Technology, Cengage Learning Incorporated, 2011, ISBN-13 978-0-5384-6924-1

Various instructor handouts and on-line reading and research.

Parents and students are welcome to contact me anytime through email [eamerikaner@oakparkusd.org](mailto:eamerikaner@oakparkusd.org) .  
I will return your message as soon as possible. I look forward to working with your student this semester.  
Thank you. Mr. Amerikaner

Return this page to Mr. Amerikaner by February 10, 2012

We have received and reviewed the eCommerce syllabus.

Student Name: \_\_\_\_\_ Period \_\_\_\_\_ Signature: \_\_\_\_\_

Parent Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Parent Email: \_\_\_\_\_ Day Telephone: \_\_\_\_\_

Additional parent comments or questions:

Thank you.

This is a graded assignment, worth 10 points.

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**I will develop a class Email list to distribute messages and class notes. Please follow the directions below:**

**Assignment # 2**

This is a graded assignment, worth 10 points.

1. From your **PRIMARY** Email address send an Email to: [eamerikaner@oakparkusd.org](mailto:eamerikaner@oakparkusd.org)
2. In the Subject Line: Your First and Last Name and Class Period- For example: Steven Spielberg Period 3
3. In the Body of the Email: Three (3) complete sentences giving **your** goals for this class---What do you want to learn?

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**Assignment # 3**

This is **EXTRA** Credit worth 10 points.

Ask your **parents** to send an Email to: [eamerikaner@oakparkusd.org](mailto:eamerikaner@oakparkusd.org)

In the Subject Line: Student: First and Last Name and Class Period-  
For example: Steven Spielberg Period 3