

Curriculum Crosswalk

e-Commerce I 2006

Course to:

Business Management and Administration Career Cluster

Finance Career Cluster

Marketing Career Cluster

LAP Instructional Support Materials

Produced by:

MBA *Research*

and Curriculum Center

Curriculum-Planning Levels

Each performance indicator was assigned to one of six curriculum-planning levels: prerequisite, career-sustaining, specialist, supervisor, manager, and owner. These levels represented a continuum of instruction ranging from simple to complex and can serve as building blocks for curriculum development in that students should know and be able to perform the skills and knowledge at one level before tackling more complex ones at the next level. These levels can also be used as the basis for developing an unduplicated sequence of instruction for articulation between high school and postsecondary marketing courses. The six curriculum-planning levels are defined as:

1. **Prerequisite (PQ)** Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior.
2. **Career-Sustaining (CS)** Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
3. **Specialist (SP)** Content provides in-depth, solid understanding and skill development in all marketing functions.
4. **Supervisor (SU)** Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
5. **Manager (MN)** Content develops strategic decision- making skills in all marketing functions needed to manage a business or department within an organization.
6. **Owner (ON)** Content develops strategic decision- making skills in all aspects of marketing that are needed to own and operate a business.

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	MBA Research LAPs	Business Management and Administration, Finance, and Marketing Career Cluster Performance Indicators
A	EXPLORING THE ELECTRONIC COMMERCE ENVIRONMENT		
EC01.	Understand the e-commerce environment.		
EC01.01	Summarize the evolution, characteristics and purpose of e-commerce.	BA LAP 4: Issues in E-Commerce	Discuss issues in e-commerce (SP)
EC01.02	Classify electronic commerce activities.		
EC02.	Understand the impact of the Internet on business.		
EC02.01	Explain effects of the Internet on businesses.	BA LAP 3: Internet's Impact on Marketing	Explain the impact of the Internet on marketing (CS)
EC02.02	Summarize the economic impact of e-commerce.		Identify ways that technology impacts business (PQ)
EC03.	Analyze e-business structure.		
EC03.01	Compare basic business functions and e-business activities.	BA LAP 7: Own It Your Way (Types of Business Ownership)	Explain types of business ownership (CS)
EC03.02	Analyze aspects of target marketing on the Internet.	IM LAP 9: Have We Met? (Market Identification)	Explain the concept of market and market identification (CS) Identify strategies for attracting targeted audience to website (SP) Describe technologies to improve website ranking/positioning on search engines/ directories (MN)
EC03.03	Analyze the marketing functions of an e-business.	IM LAP 7: Pick the Mix (Marketing Strategies) MK LAP 1: Work the Big Six (Marketing Functions) PR LAP 13: E-mail as a Marketing Tool PR LAP 14: Executing Targeted E-mails PR LAP 16: WWW Site Promotion	Describe marketing functions and related activities (CS) Explain the concept of marketing strategies (CS) Explain the nature of e-mail marketing (SP) Execute targeted e-mails (SP) Select techniques for promoting a web site (MN)

B	SOCIAL, LEGAL, AND ETHICAL ISSUES OF E-COMMERCE		
EC04.	Apply copyright and trademark laws to an e-business website.		
EC04.01	Summarize procedures for obtaining copyrights and registering trademarks.		Describe strategies to protect intellectual property (ON)
EC04.02	Apply appropriate copyright and trademark laws in an e-business website.	BA LAP 5: Legal Considerations in E-Commerce	Describe legal considerations in e-commerce (MN)
EC05.	Analyze legislation affecting e-businesses.		
EC05.01	Analyze current legislation related to e-commerce.	BA LAP 5: Legal Considerations in E-Commerce	Describe legal considerations in e-commerce (MN)
EC05.02	Analyze legislation concerning Internet security issues.	BA LAP 4: Issues in E-Commerce BA LAP 5: Legal Considerations in E-Commerce	Discuss issues in e-commerce (SP) Describe legal considerations in e-commerce (MN)
C	DESIGN CONSIDERATIONS		
EC06.	Create visual design elements for an e-business website.		
EC06.01	Evaluate web page design in existing web pages.		Evaluate creative work (MN)
EC06.02	Critique web page design.		Identify website design/components (MN)
EC06.03	Evaluate websites for accessibility compliance.		Identify website design/components (MN)
EC06.04	Create graphic and text images for an e-business website.		Describe the nature of effective Internet ad copy (SP) Explain the nature of effective mobile ad copy (SP) Explain the use of illustrations in advertisements (SP) Discuss the nature of typography (SP) Describe effective advertising layouts (SP) Identify types of drawing media (SP) Create and post basic web page (SP)
EC07.	Understand pre- and post-production issues for an e-business website.		
EC07.01	Compare hardware and software requirements and internal and external hosting for an e-commerce business.		Determine venture's information technology needs (MN)

EC07.02	Summarize techniques for exposing and promoting websites.	PR LAP 16: WWW Site Promotion	Identify strategies for attracting targeted audience to website (SP) Explain the nature of online advertisements (SP) Describe technologies to improve website ranking/positioning on search engines/directories (MN) Explain website linking strategies (MN)
EC07.03	Summarize website maintenance issues.	PM LAP 9: WWW Site Maintenance	Support and maintain a multimedia website (SP)
D	WEB SITE DEVELOPMENT		
EC08.	Create web pages for an e-business website.		
EC08.01	Create a storyboard including navigational options.		
EC08.02	Create basic XHTML web pages containing: <ul style="list-style-type: none"> ▪ Text ▪ Links ▪ Graphics 		Create a web page for business applications (SP)
EC08.03	Create complex XHTML web pages containing: <ul style="list-style-type: none"> ▪ Forms and Data Collection ▪ Image Maps ▪ Tables ▪ Frames 		Create a web page for business applications (SP)
EC08.04	Create advanced XHTML web pages containing: <ul style="list-style-type: none"> ▪ CSS ▪ JavaScript ▪ Multimedia ▪ Java Applets 		Create a web page for business applications (SP)
EC08.05	Create enhanced XHTML web pages containing: <ul style="list-style-type: none"> ▪ CGI Scripts ▪ XML ▪ Cookies ▪ DHTML ▪ Perl 		Create a web page for business applications (SP)
EC08.06	Create an XHTML e-commerce website as a capstone project.		Create a web page for business applications (SP)