

Curriculum Crosswalk

e-Commerce II 2005

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	PLANNING AN EFFECTIVE E-BUSINESS SITE		
ECA001.	Identify and evaluate effective e-Business practices.		
ECA01.01	Evaluate e-Business models.		
ECA01.02	Compare the characteristics of effective and ineffective e-Business sites.		
ECA01.03	Analyze web demographics and target audiences.	IM LAP 9: Have We Met? (Market Identification)	Explain the concept of market and market identification (CS)
ECA002.	Develop a proposal for an e-business website.		
ECA02.01	Determine the content goal.	PR LAP 15: Planning Your Web Site	
ECA02.02	Assess the competition.		Conduct competitive analysis (MN)
B	ENHANCING THE WEBSITE		
ECA003.	Create web graphics		
ECA03.01	Research current industry standards concerning graphic optimization.		
ECA03.02	Develop graphics that would be appropriate for the e-Business website.		Create a web page for business applications (SP)
ECA03.03	Troubleshoot problems with creating quality graphics.		
ECA004.	Create Multimedia		
ECA04.01	Research current industry standards concerning multimedia inclusion on web pages.		
ECA04.02	Develop interactive page elements. <ul style="list-style-type: none"> ▪ Animation ▪ JavaScript/Java Applets ▪ Swish/Flash ▪ Streaming Audio ▪ Plug-ins 		Create a web page for business applications (SP)
ECA04.03	Create a fully functional Flash/Swish website with possible web page integration.		Create a web page for business applications (SP)
ECA005.	Use CSS		
ECA05.01	Investigate the use of cascading style sheets on successful websites.		
ECA05.02	Create embedded, internal, and external style sheets for use with the e-Business site.		

ECA006.	Use Web Editors		
ECA06.01	Create a preliminary e-business website using an industry standard editor.		Create a web page for business applications (SP)
ECA06.02	Eliminate unnecessary code that a web editor adds to the website.		
ECA06.03	Use HTML Skills to correct the editor-produced website.		
C	ORDER ENTRY AND TRACKING		
ECA007.	Investigate industry standards for order entry and tracking, payment options, and databases.		
ECA07.01	Analyze different payment options.		
ECA07.02	Evaluate appropriate tools for order entry and tracking.		
ECA07.03	Create suitable forms for retrieving data from the e-Business website.		
ECA08.	Evaluate the significance of database integration in e-Business websites.		
ECA08.01	Investigate industry standards for data retrieval.		
ECA08.02	Select the data retrieval system most appropriate for your e-Business website.		
D	SECURITY		
ECA09.	Investigate security issues for e-Business websites.		
ECA09.01	Examine internal, external, and transactional security issues.	BA LAP 4: Issues in E-Commerce	Discuss issues in e-commerce Identify strategies for protecting business's web site (MN) Identify strategies to protect online customer transactions (MN)
ECA09.02	Explore fraud issues.	BA LAP 4: Issues in E-Commerce	Discuss issues in e-commerce Identify strategies for protecting business's web site (MN) Identify strategies to protect online customer transactions (MN)
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CA010.	Implement security management.		
ECA0010.01	Develop a security plan for an e-Business.	BA LAP 4: Issues in E-Commerce BA LAP 5: Legal Considerations in E-Commerce	Discuss issues in e-commerce Describe legal considerations in e-commerce Maintain data security (CS)
ECA0010.02	Select security measures most appropriate for the e-Business website.	BA LAP 4: Issues in E-Commerce BA LAP 5: Legal Considerations in E-Commerce	Discuss issues in e-commerce Describe legal considerations in e-commerce Maintain data security (CS)
E	e-BUSINESS WEBSITE MANAGEMENT		
ECA011.	Marketing the e-Business site		
ECA011.01	Select an effective domain name for the e-Business site.		Identify strategies for attracting targeted audience to website (SP)
ECA011.02	Evaluate, select, and utilize appropriate tools for directing customers to website: portals, directory services, search engines, etc.	PR LAP 16: WWW Site Promotion	Select techniques for promoting web site (MN) Identify strategies for attracting targeted audience to website (SP) Describe technologies to improve website ranking/positioning on search engines/directories) (MN) Explain website linking strategies (MN)
ECA011.03	Analyze data to develop a marketing plan for the e-Business site.		Develop marketing plan (MN)
ECA012.00	Post production issues		
ECA12.01	Compare and contrast internal and external hosting for the e-Business business to select an appropriate host for the site.		
ECA12.02	Analyze website maintenance issues to develop a maintenance plan for the e-Business site.	PM LAP 9: WWW Site Maintenance	Maintain/update web site (SP)
ECA12.03	Develop a proposal for your capstone e-Business.		Create a web page for business applications (SP)
F	CAPSTONE PROJECT		
ECA013	Develop an e-Business website.		
ECA13.01	Develop an e-Business website.		Create a web page for business applications (SP)