

OFFICE OF CHIEF ACADEMIC OFFICER
Summary of State Board of Education Agenda Items
Consent Agenda
February 17, 2022

OFFICE OF SECONDARY EDUCATION

- F. Action: Begin the Administrative Procedures Act process: To establish the Secondary Academic Business course E-Commerce [Goal 2 – MBE Strategic Plan]

Executive Summary

E-Commerce is a new curriculum that prepares individuals to plan, manage, supervise, and market online business products and services. E-commerce includes instruction in business strategies, Internet law and policy, privacy, security, electronic marketing, customer service, financial concepts, human resources, and product and service networking.

E-Commerce provides a foundation of knowledge to prepare students for employment or continued education in several occupations related to the business industry including customer service, market analysis, and operations management.

Recommendation: Approval

Back-up material attached



MISSISSIPPI
DEPARTMENT OF
EDUCATION

2022 E-Commerce

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The Research and Curriculum Unit (RCU), located in Starkville, as part of Mississippi State University (MSU), was established to foster educational enhancements and innovations. In keeping with the land-grant mission of MSU, the RCU is dedicated to improving the quality of life for Mississippians. The RCU enhances intellectual and professional development of Mississippi students and educators while applying knowledge and educational research to the lives of the people of the state. The RCU works within the contexts of curriculum development and revision, research, assessment, professional development, and industrial training.

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Standards

Some standards and alignment crosswalks are referenced in the appendix. Depending on the curriculum, these crosswalks should identify alignment to some of the standards mentioned below, as well as possible related academic topics as required in the Subject Area Testing Program in Algebra I, Biology I, English II, and U.S. History from 1877, which could be integrated into the content of the units. Mississippi's e-commerce curriculum is aligned to the following standards:

National Standards for Business Education

The National Business Education Association (NBEA) is the nation's leading professional organization, which recognizes that business education is essential for every student in today's rapidly changing society. Therefore, the NBEA strives to serve individuals and organizations involved in the instruction, administration, and delivery of business education, standards, and materials. The NBEA recognizes that all students will take part in the economic system, encounter a diverse business environment, and use technology to manage information in some fashion during their lifetime. Thus, a curriculum focused on enabling students to become responsible citizens, capable of making wise economic decisions, will positively impact their personal and professional lives. *NBEA Business Education Library* (2020).

nbea.org

International Society for Technology in Education Standards (ISTE)

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iste.org

College- and Career-Readiness Standards

College- and career-readiness standards emphasize critical thinking, teamwork, and problem-solving skills. Students will learn the skills and abilities demanded by the workforce of today and the future. Mississippi adopted Mississippi College- and Career-Readiness Standards (MCCRS) to provide a consistent, clear understanding of what students are expected to learn and so teachers and parents know what they need to do to help them.

mdek12.org/oae/college-and-career-readiness-standards

Framework for 21st Century Learning

In defining 21st-century learning, the Partnership for 21st Century Skills has embraced key themes and skill areas that represent the essential knowledge for the 21st century: global awareness; financial, economic, business, and entrepreneurial literacy; civic literacy; health literacy; environmental literacy; learning and innovation skills; information, media, and technology skills; and life and career skills. *21 Framework Definitions* (2019).

battelleforkids.org/networks/p21/frameworks-resources

Executive Summary

Description

E-Commerce prepares individuals to plan, manage, supervise, and market electronic business operations, products, and services provided online via the internet. E-commerce includes instruction in business strategies, internet law and policy, privacy and security, electronic marketing, customer service, financial concepts, human resources, and product and service networking.

Applied Academic Credit

The latest academic credit information can be found at mdek12.org/ese/approved-course-for-the-secondary-schools.

Teacher Licensure

The latest teacher licensure information can be found at mdek12.org/oel/apply-for-an-educator-license.

Professional Learning

If you have specific questions about the content of any of training sessions provided, please contact the RCU at 662.325.2510.

Course Outlines

One 1-Carnegie Unit Course

This curriculum consists of one 1-credit course.

E-Commerce—Course Code: **Insert number here**

Unit	Title	Hours
1	Introduction to Electronic Commerce	10
2	Business Strategies for E-Commerce	60
3	Financial Strategies for E-Commerce	30
4	Management Strategies for E-Commerce	20
5	E-Commerce Technology	20
Total		140

Unit 1: Introduction to Electronic Commerce

Competencies and Suggested Objectives	
1. Understand the evolution and role of electronic commerce (i.e., e-commerce). ^{DOK1}	
a. Define e-commerce and discuss the role in today's economy.	
b. Create a timeline of the evolution of e-commerce.	
c. Compare the advantages and disadvantages of e-commerce.	
2. Understand the types of entities participating in e-commerce transactions. ^{DOK1}	
a. Explain the five general e-commerce categories.	
• Business-to-consumer	
• Business-to-business	
• Consumer-to-consumer	
• Business-to-government	
• Transactions and business processes	
3. Identify skills, interests, and aptitudes needed for creating an electronic business. ^{DOK2}	
a. Explore interests related to e-commerce.	
b. Analyze customer needs in the e-commerce industry.	
4. Explain the role of international business in e-commerce. ^{DOK1}	
a. Analyze how international business impacts business at all levels, including the local, state, national, and international levels.	
b. Describe the factors that define what is considered ethical and socially responsible business behavior in a global business environment.	

Unit 2: Business Strategies for E-Commerce

Competencies and Suggested Objectives
1. Analyze how government and legal regulations affect e-commerce ventures. ^{DOK2} a. Discuss legal regulations that affect e-commerce activities. b. Discuss the elements of an online contract. c. Explore laws and regulations that govern intellectual property.
2. Determine ethical and privacy issues that arise for companies conducting e-commerce. ^{DOK2} a. Explore privacy issues related to collecting customer data.
3. Explore the avenues and platforms available to sell on the web (e.g., Etsy, eBay, Amazon, Poshmark, Mercari, Facebook Marketplace, etc.). ^{DOK2} a. Compare and contrast costs and benefits.
4. Develop a plan to market an e-commerce business. ^{DOK3} a. Define and identify the marketing mix as it relates to e-commerce. b. Integrate social media into the marketing plan.
5. Develop customer service protocols related to an e-commerce business. ^{DOK2} a. Describe techniques for obtaining positive customer feedback, including online customer reviews. b. Determine techniques used to appropriately handle negative customer experiences.
6. Identify the distribution channels necessary for products or services. ^{DOK2} a. Compare and contrast shipping services for products.

Unit 3: Financial Strategies for E-Commerce

Competencies and Suggested Objectives
<p>1. Understand financial concepts used to make sound business decisions. ^{DOK1}</p> <ol style="list-style-type: none">Discuss the importance of financial concepts (e.g., break-even point, time and effort, opportunity cost, return on investment, etc.).Explain the role of start-up money for an e-commerce venture.Identify projected income from an e-commerce venture.Determine the cost of resources for an e-commerce venture.Identify projected operational expenses for an e-commerce venture.
<p>2. Determine costs associated with various payment systems. ^{DOK2}</p> <ol style="list-style-type: none">Define payment system as it relates to e-commerce.Identify various types of payment systems, how they function, and the fees involved (e.g., PayPal, Venmo, Apple Pay, Square, Cash App, Facebook Pay, Google Pay, debit card, credit card, etc.).
<p>3. Establish, organize, and maintain appropriate records to make sound business decisions. ^{DOK3}</p> <ol style="list-style-type: none">Establish a document retention policy for important records (e.g., receipts, mileage, invoices, etc.).Identify electronic methods for good record keeping (e.g., QuickBooks, Go Daddy, Wave, Scannable, etc.).Identify and determine the purpose of financial statements.<ul style="list-style-type: none">Profit/loss statementCash flow statementPrepare appropriate financial statements.Explain how tax policies affect e-commerce decisions.

Unit 4: Management Strategies for E-Commerce

Competencies and Suggested Objectives
1. Develop a management plan. ^{DOK3} <ol style="list-style-type: none">Define roles and responsibilities for management in an e-commerce business.Define and develop short-term and long-term goals.Create a mission statement.Develop an exit plan strategy.
2. Develop a plan to meet human resource needs. ^{DOK3} <ol style="list-style-type: none">Identify characteristics of a good employee.Explain the risks and benefits of hiring friends and family members.Develop a compensation and benefits plan.Design hiring procedures to obtain qualified and diverse candidates.Identify situations where outsourcing is beneficial (e.g., independent contractors, temporary staffing, production, etc.).

Unit 5: E-Commerce Technology

Competencies and Suggested Objectives	
1. Determine the hardware and software needed for an electronic commerce business.	DOK2
2. Describe the effects of mobile applications in e-commerce.	DOK2
3. Compare and contrast mobile applications to desktop platforms.	DOK3
a. Analyze buying and selling on the mobile application versus the desktop.	
4. Understand basic concepts of web design in e-commerce.	DOK1
a. Understand language related to web design (i.e., HTML).	
b. Explore applications for web design.	

Appendix: National Business Education Association Standards

	Units	1	2	3	4	5
Standards						
NBEA-A Accounting				X		
NBEA-CM Communications		X	X	X	X	X
NBEA-EN Entrepreneurship		X	X	X	X	
NBEA-IB International Business		X				
NBEA-IT Information Technology		X		X		X
NBEA-MG Management					X	
NBEA-MK Marketing		X	X			X

Accounting

NBEA-A1 – Accounting Profession

- Explain the role that accountants play in business and society.
- Explain career opportunities in the accounting profession.
- Demonstrate the business and professional skills and competencies required to be successful in the accounting profession and/or in an accounting-related career.

NBEA-A2 – Financial Reports

- Use an annual report and financial statements to make informed business decisions.

NBEA-A3 – Financial Analysis

- Assess the financial condition and operating results of a company and analyze and interpret financial statements and information to make informed business decisions.

NBEA-A4 – Accounting Principles

- State and explain generally accepted accounting principles (GAAP) and explain how applying GAAP impacts the recording of financial transactions and the preparation of financial statements.

NBEA-A5 – Accounting Process

- Complete the steps in the accounting cycle to prepare financial statements.

NBEA-A6 – Interpretation and Use of Data

- Use planning and control principles to evaluate the organization's performance and apply differential analysis and present-value concepts to make informed business decisions.

NBEA-A7 – Compliance

- Explain the individual income tax procedures and requirements to comply with tax laws and regulations.

Communications

NBEA-CM1 – Foundations of Communications

- Listen actively, use the communication process, read, and research information, and integrate technology to enhance communication effectiveness.

NBEA-CM2 – Interpersonal Skills

- Apply interpersonal skills in personal and professional environments to communicate effectively.

NBEA-CM3 – Written Communication

- Prepare clear, complete, concise, correct, and courteous written messages for personal and professional uses.

NBEA-CM4 – Spoken Communication

- Demonstrate professional speaking techniques and strategies.

NBEA-CM4 – Employment Communication

- Communicate effectively for employment success.

Entrepreneurship

NBEA-EN1 – Entrepreneurs and Entrepreneurial Skills

- Examine the role entrepreneurs play in today’s economy and recognize the unique personal characteristics and skills that successful entrepreneurs possess.

NBEA-EN2 – Entrepreneurial Trends

- Recognize trends in society that can lead to entrepreneurial opportunities.

NBEA-EN3 – IDEA Generation and Validation

- Use lean startup methods to generate, develop, and test ideas to identify market and business opportunities.

NBEA-EN4 – Economics

- Apply economic concepts when making decisions for an entrepreneurial venture.

NBEA-EN5 – Marketing

- Develop a marketing strategy to introduce a product or service.

NBEA-EN6 – Management

- Develop a management plan for an entrepreneurial venture.

NBEA-EN7 – Global Markets

- Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

NBEA-EN9 – Legal

- Analyze how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures.

NBEA-EN10 – Business Models and Planning

- Develop a plan to launch and operate a business.

Information Technology

NBEA-IT1 – Impact on Society

- Assess the impact of information technology in a diverse global society.

NBEA-IT2 – Information Literacy

- Gather, evaluate, synthesize, use, cite, and disseminate information from technology sources.

NBEA-IT3 – Digital Citizenship

- Demonstrate respectful, responsible, inclusive, and ethical behavior in a digital world.

NBEA-IT4 – Devices and Components

- Describe current and emerging devices and components; configure, install, and upgrade equipment; diagnose problems; and repair hardware.

NBEA-IT5 – Operating Systems

- Identify, evaluate, select, install, use, upgrade, and customize operating systems. Diagnose and solve problems with various types of operating system utilities.

NBEA-IT6 – Input Technologies

- Use various input technologies to enter and manipulate information appropriately.

NBEA-IT7 – Applications

- Identify, evaluate, select, install, use, upgrade, troubleshoot, and customize applications.

NBEA-IT8 – Digital Media

- Use, analyze, and create digital media.

NBEA-IT9 – Web Development and Design

- Design, develop, test, implement, update, and evaluate web solutions.

NBEA-IT10 – Database Management Systems

- Use, plan, develop, and maintain database management systems.

NBEA-IT11 – Project Management and Systems Analysis

- Analyze and design projects and information systems using appropriate management and development tools.

NBEA-IT12 – Programming and Application Development

- Design, develop, test, and implement programs and applications.

NBEA-IT13 – Data and Networking Infrastructures

- Develop the skills to design, deploy, and administer networks and telecommunications systems.

NBEA-IT14 – Information Technology Planning and Acquisition

- Plan the selection and acquisition of information technologies.

NBEA-IT14 – Security, Privacy, and Risk Management

- Design and implement security, privacy, and risk management policies and procedures for information technology.

NBEA-IT15 – Security and Risk Management

- Design and implement security and risk management policies and procedures for information technology.

NBEA-IT16 – End-User Support and Training

- Develop the technical and interpersonal skills and knowledge to train and support a diverse user community.

NBEA-IT17 – Information Technology and Business functions

- Describe the information technology components of business functions and explain their interrelationships.

NBEA-IT18 – Information Technology Careers

- Explore career opportunities in information technology.

International Business

NBEA-IB1 – Foundations of International Business

- Explain the role of international business and identify its benefits and costs; analyze how it impacts business at all levels, including the local, state, national, and international levels.

NBEA-IB2 – The Global Business Environment

- Describe the interrelatedness of the social, cultural, political, legal, economic, and technological factors that shape and impact the global business environment.

NBEA-IB3 – International Business Communication

- Apply communication strategies necessary and appropriate for effective and mutually beneficial international business relations.

NBEA-IB4 – Global Business Ethics and Social Responsibility

- Describe the factors that define what is considered ethical and socially responsible business behavior in a global business environment.

NBEA-IB5 – Organizational Structures for International Business Activities

- Identify forms of business ownership and entrepreneurial opportunities available in international business.

NBEA-IB6 – International Trade

- Relate balance of trade concepts to the import/export process.

NBEA-IB7 – International Management

- Analyze special challenges in operations, human resources, and strategic management in international business.

NBEA-IB8 – International Marketing

- Apply marketing concepts to international business situations.

NBEA-IB9 – International Finance

- Explain the concepts, role, and importance of international finance and risk management.

Management

NBEA-MG1 – Management Functions

- Analyze the management functions and their implementation and integration within the business environment.

NBEA-MG2 – Management Theories

- Analyze the management theories and their application within the business environment.

NBEA-MG3 – Business Organization

- Analyze the organization of a business.

NBEA-MG4 – Personal Management Skills

- Develop personal management skills to function effectively and efficiently in a business environment.

NBEA-MG5 – Ethics and Social Responsibility

- Examine the role of ethics and social responsibility in decision making.

NBEA-MG6 – Human Resource Management

- Describe human resource functions and their importance to an organization's successful operation and strategic congruence.

NBEA-MG7 – Organized Labor

- Describe the role and impact of organized labor on an organization's operations.

NBEA-MG8 – Employee Relations

- Create a positive and safe workplace environment that allows managers and employees to have cooperative workplace interactions and conduct business legally, ethically, and effectively with civility.

NBEA-MG9 – Technology and Information Management

- Utilize information and technology tools to conduct business effectively and efficiently.

NBEA-M10 – Industry Analysis

- Analyze a business organization's competitive position within the industry.

NBEA-MG11 – Financial Decision Making

- Analyze financial data influenced by internal and external factors to make short-term and long-term decisions.

NBEA-MG12 – Operations Management

- Apply operations management principles and procedures to the design of an operations plan.

NBEA-MG13 – Global Perspective

- Examine the issues of corporate culture and managing in the global environment.

Marketing

NBEA-MK1 – Foundations of Marketing

- Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

NBEA-MK2 – Consumers and Their Behavior

- Analyze the characteristics, motivations, and behaviors of consumers.

NBEA-MK3 – External Factors

- Analyze the influence of external factors on marketing.

NBEA-MK4 – The Marketing Mix

- Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning.

NBEA-MK5 – The Marketing Plan

- Describe the elements, design, and purposes of a marketing plan.

NBEA-MK6 – Marketing Research

- Analyze the role of marketing research in decision making.