



Colorado BMEF CTE Course – Scope and Sequence

Course Name	Introduction to E-Commerce	Course Details	Credits = .5 (Semester)		
		Course = 0.50 Carnegie Unit Credit	Level 3		
Course Description	Focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. The course also covers security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal and ethical liabilities.				
Note	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered. Course aligns to the CCNS (BUS 1020) competencies. *Please note if you teach this with concurrent or dual enrollment, it may be taught at a level 3 or 4.				
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
REQUIRED COURSE LEARNING OUTCOMES:					
1. Distinguish between e-commerce and traditional commerce.					
2. Describe the benefits of e-commerce and appropriate use.					
3. Compare and contrast business-to-business (B2B) with business-to-consumer (B2C) e-commerce.					
4. Describe the general structure of electronic networks, social media platforms, applications, websites, and mobile media.					
5. Examine opportunities in virtual value chains and social innovation.					
6. Explain the role of data collection, analysis, and user experience in a business to increase transactions.					
7. Examine various marketing channels that drive e-commerce sales.					
8. Explain broker-based services and how they are performed online.					
9. Explore best practices for merchandising as it relates to e-commerce.					
10. Survey computer and e-commerce security threats and best practices in cyber security.					
11. Explain electronic payment collection methods.					
12. Analyze how user experience, proper hardware, and software of e-commerce improves a business's web presence.					
13. Discuss the laws and ethics governing e-commerce.					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration

Unit I History & Background of E-Commerce	3 hours	CTE: Business Management & Administration; Marketing MB1.0 – Understand the role of business in the global economy	Students will trace the evolution of e-commerce from early electronic data interchange (EDI) to modern digital marketplaces. They will distinguish e-commerce from traditional commerce models and identify the enabling technologies that drove adoption.	CLO 1: Distinguish between e-commerce and traditional commerce. CLO 2: Describe the benefits of e-commerce and appropriate use. Assessment: Timeline project comparing traditional vs. e-commerce milestones; written reflection quiz.	FBLA: Introduction to Business Concepts Business Management Entrepreneurship Introduction to Business Procedures DECA: Principles of Marketing (PMK) Principles of Business Management & Administration (PBM) Business Services Operations Research (BOR) Entrepreneurship Series (ENT) Independent Business Plan (EIB)
Unit II & III E-Business Marketing & Advertising/Promotion	5 hours	CTE: Marketing Cluster – Market Planning, Promotion MK.5 – Understand marketing channels and promotional strategies	Students will examine digital marketing channels (SEO, email, content, influencer, affiliate) and evaluate advertising and promotional strategies that drive e-commerce sales. Students will assess channel effectiveness using analytics concepts.	CLO 7: Examine various marketing channels that drive e-commerce sales. CLO 6: Explain the role of data collection, analysis, and user experience in business transactions. Assessment: Marketing channel comparison matrix; design a promotional campaign for a sample e-business.	FBLA: Marketing Advertising Social Media Strategies Introduction to Marketing Concepts Introduction to Social Media Strategy Sales Presentation Digital Video Production Public Service Announcement Graphic Design DECA: Marketing Management Team Decision Making (MTDM) Integrated Marketing Campaign-Product (IMCP) Integrated Marketing Campaign-Service (IMCS) Integrated Marketing Campaign-Event (IMCE) Marketing Communications Series (MCS) Buying and

					Merchandising Operations Research (BMOR) Sports and Entertainment Marketing Operations Research (SEOR) Professional Selling (PSE)
Unit IV & V Broker- Based Services & B2B/B2C E-Commerce	4 hours	CTE: Business Management & Administration; Finance BM.4 – Understand business models and organizational structures NCSS: Economics – scarcity, markets, competition	Students will explain how broker-based services function in online environments (marketplaces, auction sites, platforms). Students will compare and contrast B2B and B2C e- commerce models, including supply chains, buyer behavior, and transaction types.	CLO 3: Compare and contrast B2B with B2C e- commerce. CLO 8: Explain broker- based services and how they are performed online. Assessment: Case study analysis of Amazon (B2C) vs. Alibaba (B2B); broker- based service presentation.	FBLA: Business Management Entrepreneurship Management Information Systems International Business Introduction to Business Concepts Business Plan DECA: Business Finance Series (BFS) Financial Services Team Decision Making (FTDM) Entrepreneurship Team Decision Making (ETDM) Business Services Marketing Series (BSM) Buying and Merchandising Team Decision Making (BTDM) Finance Operations Research (FOR)
Unit VI Reorganization of Business Processes for E-Commerce	3 hours	CTE: Business Management & Administration BM.6 – Understand business process management and improvement CTE: Information Technology – Systems design	Students will examine how traditional businesses restructure workflows, supply chains, and customer service models for online operations. Students will explore virtual value chains and opportunities for social innovation within e- commerce contexts.	CLO 5: Examine opportunities in virtual value chains and social innovation. CLO 12: Analyze how user experience, proper hardware, and software improve a business's web presence. Assessment: Business reorganization proposal for a hypothetical company transitioning to e-commerce.	FBLA: Business Management Business Plan Management Information Systems Project Management Supply Chain Management Introduction to Supply Chain Management DECA: Business Services Operations Research (BOR) Business Solutions Project (PMBS) Business Growth Plan (EBG) Innovation Plan (EIP) Start-Up Business Plan (ESB)

Unit VII Technology Needs for E-Commerce	4 hours	CTE: Information Technology – Network Systems; IT Support Services IT.1 – Understand hardware, software, networks, and infrastructure CTE: Business Management & Administration	Students will describe the general structure of electronic networks, social media platforms, applications, websites, and mobile media. They will identify hardware and software requirements for operating an e-commerce business efficiently.	CLO 4: Describe the general structure of electronic networks, social media platforms, applications, websites, and mobile media. CLO 12: Analyze how user experience, hardware, and software improve a business's web presence. Assessment: Technology needs assessment document for a startup e-commerce business.	FBLA: Computer Problem Solving Networking Infrastructures Network Design Introduction to Information Technology Management Information Systems Technology Support & Services Mobile Application Development DECA: Business Solutions Project (PMBS) Business Services Operations Research (BOR) Human Resources Management Series (HRM)
Unit VIII & IX Website Management & Shopping Cart Technology	5 hours	CTE: Information Technology – Web & Digital Communications IT.3 – Develop and manage digital content and web systems CTE: Marketing – E-commerce and digital marketing tools	Students will apply best practices for e-commerce merchandising including product presentation, navigation, and search optimization. Students will evaluate shopping cart systems, checkout flows, and the role of UX in conversion rate improvement.	CLO 9: Explore best practices for merchandising as it relates to e-commerce. CLO 12: Analyze how user experience, hardware, and software improve a business's web presence. Assessment: Website audit rubric; design mockup of an optimized product page with shopping cart flow.	FBLA: Website Design Website Coding & Development Introduction to Retail & Merchandising Retail Management Computer Applications Visual Design Graphic Design Data Analysis DECA: Retail Merchandising Series (RMS) Buying and Merchandising Team Decision Making (BTDM) Buying and Merchandising Operations Research (BMOR) Marketing Management Team Decision Making (MTDM) Virtual Business Challenge-Retail (VBCRT) Virtual Business Challenge-Fashion (VBCFA)
Unit X & XI Legal, Ethical Issues,	5 hours	CTE: Business Management & Administration – Business	Students will discuss laws governing e-commerce (COPPA, CAN-SPAM, GDPR,	CLO 13: Discuss the laws and ethics governing e-commerce.	FBLA: Business Law Business Ethics Cybersecurity

Copyright & Trademarks		Law BM.3 – Understand the legal environment of business CTE: Marketing – Ethical and legal considerations	DMCA) and apply ethical reasoning to online business decisions. Students will explain intellectual property rights, copyright, trademark protections, and acceptable use policies.	Assessment: Legal scenario analysis; case study on a real-world copyright or data privacy violation; position paper on ethical e-commerce practices.	Introduction to Business Concepts Business Management Data Science & AI DECA: Business Law and Ethics Team Decision Making (BLTDM) Entrepreneurship Series (ENT) Business Services Operations Research (BOR) International Business Plan (IBP)
Unit X (cont.) Security, Privacy & Electronic Payment Systems	4 hours	CTE: Information Technology – Cybersecurity IT.4 – Understand security, privacy, and risk management CTE: Finance – Electronic payments and financial systems NCSS: Power, Authority, and Governance	Students will survey cybersecurity threats to e-commerce systems and evaluate best practices (encryption, authentication, SSL/TLS, two-factor authentication). Students will explain electronic payment methods including credit/debit processing, digital wallets, and cryptocurrency.	CLO 10: Survey computer and e-commerce security threats and best practices in cyber security. CLO 11: Explain electronic payment collection methods. Assessment: Cybersecurity threat map; payment method comparison chart; quiz on encryption and authentication methods.	FBLA: Cybersecurity Business Law Computer Problem Solving Networking Infrastructures Banking & Financial Systems Network Design Technology Support & Services DECA: Business Law and Ethics Team Decision Making (BLTDM) Finance Operations Research (FOR) Financial Services Team Decision Making (FTDM) Business Finance Series (BFS) Business Services Operations Research (BOR)
Unit XII International E-Commerce	3 hours	CTE: Business Management & Administration – Global Business BM.7 – Understand the global business environment CTE: Marketing – International marketing NCSS: Global Connections	Students will examine the opportunities and challenges of selling globally online, including currency exchange, localization, cross-border logistics, tariffs, and international consumer protection laws.	CLO 3: Compare and contrast B2B with B2C e-commerce (global context). CLO 13: Discuss laws and ethics governing e-commerce (international dimension). Assessment: Country	FBLA: International Business, Business Management Economics Global Business (where offered) DECA: International Business Plan (IBP) Entrepreneurship Team Decision Making (ETDM) Business Services

			Students will identify key global e-commerce markets.	market entry analysis; compare a U.S. e-commerce policy to an international equivalent.	Operations Research (BOR) Marketing Management Team Decision Making (MTDM)
Unit XIII Careers in E-Commerce	3 hours	CTE: Career Development – Career Planning and Management CD.1 – Understand career opportunities in business and technology CTE: Business Management & Administration	Students will identify a range of careers in e-commerce (web developer, digital marketer, data analyst, UX designer, logistics manager, cybersecurity analyst). Students will explore required education, skill sets, and salary ranges.	CLO 2: Describe the benefits of e-commerce and appropriate use (career context). Assessment: Career exploration portfolio entry; informational interview with an e-commerce professional or job shadow reflection.	FBLA: Career Portfolio Job Interview Future Business Leader Organizational Leadership Introduction to Business Concepts Data Science & AI DECA: Career Development Project (PMCD) Entrepreneurship Series (ENT) Marketing Communications Series (MCS) Human Resources Management Series (HRM)
Unit XIV Online Business Plans	6 hours	CTE: Entrepreneurship – Business Planning EN.1 – Develop a business plan for a new venture CTE: Marketing – Strategic planning	Students will synthesize course knowledge to develop a comprehensive online business plan for an original e-commerce venture. Plans will include market analysis, business model selection, technology stack, marketing strategy, payment systems, legal considerations, and financial projections.	CLOs 1–13: All course outcomes are integrated in the culminating business plan project. Assessment: Full online business plan submission with presentation; peer review using DECA/FBLA scoring rubric criteria.	FBLA: Business Plan Entrepreneurship Marketing Future Business Leader Website Design Management Information Systems Social Media Strategies Data Analysis DECA: Start-Up Business Plan (ESB) Independent Business Plan (EIB) Business Growth Plan (EBG) Innovation Plan (EIP) Franchise Business Plan (EFB) International Business Plan (IBP) Entrepreneurship Team Decision Making (ETDM) Virtual Business Challenge-Entrepreneurship (VBCEN)



Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.