EASTERN ARIZONA COLLEGE

eBay as a Home-Based Business

Course Design
2016-2017

Course Information
Division: Business
Course Number: SBM 106
Title: eBay as a Home-Based Business
Credits: 1
Developed by: Gayle Goodwin
Lecture/Lab Ratio: 1 Lecture/0 Lab
Transfer Status: Non-transferable
Activity Course: No
CIP Code: 52.0703
Assessment Mode: Pre/Post Test (15 Questions/15 Points)
Semester Taught: Upon Request
GE Category: None
Separate Lab: No
Awareness Course: No
Intensive Writing Course: No

Prerequisites
None

Educational Value
Students will learn the techniques required to start up and run a home-based business conducting online auctions and sales through eBay.

Description
This course is designed to provide students the opportunity to learn and practice the skills required to open and operate a successful home-based business using eBay and other Internet auction and resource sites. Basic familiarity with computer operations and the Internet is recommended.

Supplies
Access to the Internet. Access to a digital camera and scanner is recommended.
Competencies and Performance Standards

1. Define and understand the scope and use of eBay.

   Learning objectives
   What you will learn as you master the competency:
   a. Define what eBay is and is not.
   b. Upgrade from eBay buyer to eBay seller.
   c. Investigate the role of eBay as intermediary between seller and buyer.
   d. Review the requirements, rules, and fees eBay imposes on its members.
   e. Explain the considerations involved in opening an eBay Store as opposed to consignment sales and personal sales listings.
   f. Explain ID Verify through Equifax and PayPal Verified options.
   g. Explain the use of PayPal as a third-party electronic funds transfer agency.

   Performance Standards
   You will demonstrate your competence:
   o on assigned activities
   o on written quizzes
   Your performance will be successful when:
   o learner describes eBay’s role as intermediary between seller and buyer
   o learner understands the requirements placed on member sellers, as well as the benefits and costs of subsidiary businesses

2. Sell items on eBay.

   Learning objectives
   What you will learn as you master the competency:
   a. Identify personal sales (“clean out that overflowing closet”).
   b. Explain consignment selling.
   c. Open an eBay Store and identify eBay requirements.
   d. Explain different types of auctions and/or sales including direct selling, drop shipments, Buy It Now, Reserve, Dutch (multiple item) auctions, traditional auctions.
   e. Become a registered eBay Trading Assistant and/or Trading Post.
   f. Explain the strategies of timing auctions, authentication, and grading services.
   g. Create marketing promotions such as listing upgrades, seller gifts, and buyer incentives.
   h. Research and price your merchandise.
   i. Identify other sources for obtaining merchandise for sale.

   Performance Standards
   You will demonstrate your competence:
   o on assigned activities
   o by results achieved
   Your performance will be successful when:
   o learner explains different types of auctions and sales and can select the most suitable for the merchandise being sold
   o learner explains the requirements of opening an eBay Store
3. **Write a successful auction listing.**

   **Learning objectives**
   
   *What you will learn as you master the competency:*
   
   a. Explain the importance of keywords.
   b. Describe items fully and correctly; anticipating buyer questions and answering them in advance.
   c. Use a digital camera to take Gallery photographs; cropping photos, basic photo editing and enhancement, uploading photos, multiple photos, photo packs, off-eBay storage and access,
   d. Set the terms of the sale; methods of payment, shipping terms, handling and packing fees, return policy.
   e. “Bling” an auction listing; use of templates, frames, clipart, backgrounds, animation, and sparkle to make your listing stand out.
   f. Upload the listing and revise after upload.
   g. Re-list unsold merchandise; re-auctioning an item, Buy-Now offers, Second-Chance offers, Sell-Same offers.

   **Performance Standards**
   
   *You will demonstrate your competence:*
   
   a. on assigned activities
   b. on results achieved

   *Your performance will be successful when:*
   
   a. learner posts an eBay listing; accurately and correctly provides the information required in the Item Description, takes a good photograph, sets shipment and return policies, and successfully uploads the listing into the eBay database so it appears on the Search Results page available to buyers

4. **Use selling management tools.**

   **Learning objectives**
   
   *What you will learn as you master the competency:*
   
   a. Use the “My eBay Summary” page.
   b. Set up your “Meet the Seller” portfolio through the eBay “About Me” and “My World” pages.
   c. Use free eBay Turbo Lister tool.
   d. Use Selling Manager tool.
   e. Use Blackthorne Basic end-to-end tool.
   f. Explore other eBay innovations including use of eBay Mobile, SMS text messaging, and phone alerts.
   g. Use eBay’s Seller Central, Answer Center, and discussion boards.

   **Performance Standards**
   
   *You will demonstrate your competence:*
   
   a. on assigned activities
on written quizzes

Your performance will be successful when:

- learner describes the various Selling Management Tools available to the eBay seller and selects the one best suited to needs
- learner demonstrates the ability to use appropriate Management Tools in managing information and processing sales data.

5. Explore the intricacies of packing and shipping.

Learning objectives

What you will learn as you master the competency:

- a. Pre-determine shipping rates and identify pros and cons.
- b. Explore the use of the eBay and U.S. Postal Service on-line postal calculators.
- c. Demonstrate proper diligence in packing.
- d. Create a Packing Slip.
- e. Purchase and print postage online.
- f. Track merchandise and delivery confirmation online.

Performance Standards

You will demonstrate your competence:

- on assigned activities
- on results achieved

Your performance will be successful when:

- learner can successfully pre-determine postage rates and identifies the pros and cons of offering them to buyers
- learner demonstrates the ability to deliver the merchandise, from packing to purchasing and printing postage online, to Internet-based receipt confirmation

6. Use safe selling.

Learning objectives

What you will learn as you master the competency:

- a. Identify computer safeguards; use of firewalls, anti-virus and anti-spyware software, and safe computing practices.
- b. Protect the seller and buyer from misrepresentation and fraud.
- c. Explore eBay’s Security and Resolution Center.
- d. Explore the PayPal Security Center.
- e. Explain how to report abuse and review eBay and PayPal’s safeguards.
- f. Identify some third-party escrow services.
- g. Identify conflict resolution services.

Performance Standards

You will demonstrate your competence:

- on assigned activities
- on results achieved

Your performance will be successful when:

- learner can implement basic safe computing practices
 o learner identifies what procedures to follow to resolve disputes
 o learner identifies the powers and limitations of eBay and PayPal conflict-resolution safeguards and enforcement

7. Explain the process in creating a home-based business on eBay.

**Learning objectives**

*a. Create a business plan.*
*b. Finance a business.*
*c. Identify licensing and permit requirements from federal government, state, and county.*
*d. Explain sales tax requirements and reporting.*
*e. Identify reporting needing in international sales and customs requirements.*
*f. Explain bookkeeping requirements.*
*g. Report income to the IRS and state.*

**Performance Standards**

*You will demonstrate your competence:*
 o on written exams
 o on homework assignments

*Your performance will be successful when:*
 o learner can detail the county, state, and federal requirements for running a home-based business
 o learner identifies resources to find information on taxes, regulations, permits, and other matters of vital importance to a home-based business

**Types of Instruction**

Lecture, presentation, and demonstration

**Grading Information**

**Grading Rational**

Each instructor has the flexibility to develop evaluative procedures within the following parameters.

1. Assigned activities must represent at least 60% of the course grade.
2. Final exam must represent at least 20% of the course grade.
3. The Post Test is to be embedded in the final exam and must represent at least 10% of the grade.
4. Other activities may represent at most 10% of the grade.

**Grading Scale**

A  90% - 100%
B  80% - 89%
C  70% - 79%
D  60% - 69%
F  Below 60 %