



Grande Prairie Regional College
School of Health, Wellness & Career Studies
Department of Business

Internet Business Concepts

COURSE OUTLINE – FALL 2010

BA2800 3(3 - 0 - 0) – Internet Business Concepts

Instructor: Sergiy Golyk

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Classes: Classroom – A305

Tuesday, Thursday at 11:30 a.m. – 12:50 p.m.

Consulting: by appointment

Prerequisites:

BA 1150 or an equivalent introductory computing course. Second year standing and a good working familiarity with the Internet are also recommended.

Required Text/Resource Materials:

Dave Chaffey, E-Business and E-Commerce Management, 4th ed. Pearson – Prentice Hall, 2009.

There will be required reading from the text. This reading will be supplemented with online resources, additional article readings and handouts. Tests will be based on all of the above materials.

Course Description:

This course introduces the student to conducting business online. It starts with a general examination of the Internet and e-commerce. Students will also look at business-to-consumer, business-to-business, and Government-to-Society applications of the Internet. Specific business issues related to e-commerce are examined. The course concludes by looking at the future of the Internet.

Course Objectives:

1. To develop an understanding of how to use the Internet to achieve strategic business goals.

2. To provide theoretical knowledge and understanding of concepts, models and implementations of electronic business (e-business).
3. To develop an e-business vocabulary; to be able to understand and use the terminology of the Internet.
4. To develop analytical and decision making skills for managing e-business.
5. To define some important trends affecting the development of e-business and the Internet.

Transferability:

Athabasca University, University of Calgary. Other universities or colleges may accept this course for transfer credit. Please check with the receiving institution.

Delivery Mode(s):

A variety of teaching methods will be used. These may include lectures, discussions, Internet demos, student presentations, in-class exercises, and small group exercises.

Tests:

Three multiple-choice tests worth 10% each will be administered throughout the term. You will be given between 45 and 60 minutes to complete these tests. These tests will cover 3 or 4 weeks worth of course material and will be non-cumulative.

Student Presentations:

Each student will be asked to present twice during the semester. The Article Presentation will be an individual project; the Topic/Project Presentation will be one or two-person presentation.

Grading Criteria:

Article Presentation	20%
Topic/Project Presentation	20%
Test 1	10%
Test 2	10%
Test 3	10%
Final Examination	30%
Total	100%

Percentage score translation into a letter grade:

Total %	Alpha Grade
90 - 100	A+
85 - 89	A
80 - 84	A-
77 - 79	B+
73 - 76	B
70 - 72	B-
67 - 69	C+
63 - 66	C
60 - 62	C-
55 - 59	D+
50 - 54	D
0 - 49	F

Class Schedule

Date	Topics	Notes
September 2	Course Overview Course Outline/Assignments	Handouts
September 7, 9	Introduction to e-business and e-commerce Case Study	Chapter 1
September 14, 16	E-commerce fundamentals Case Study	Chapter 2
September 21, 23	E-business infrastructure Case Study	Chapter 3
September 28, 30	E-business macro-environment Article Presentations	Chapter 4
October 5, 7	E-business strategy: Strategic analysis and objectives Article Presentations	Chapter 5
October 12, 14	E-business strategy: Strategy definition and implementation Article Presentations	Chapter 5
October 19, 21	E-business applications: Supply chain management Case Study	Chapter 6

	Article Presentations	
October 26, 28	E-business applications: E-procurement Article/Case Presentations	Chapter 7
November 2, 4	E-marketing Case Study Presentations: Topic 1, 2	Chapter 8
November 9	E-marketing Presentations: Topic 3, 4	Chapter 8
November 16, 18	Customer relationship management Presentations: Topic 5, 6	Chapter 9
November 23, 25	Change management Presentations: Topic 7,8	Chapter 10
November 30 December 2	Analysis and design Implementation and maintenance	Chapter 11 Chapter 12
T.B.A.	Final Exam	

Attendance:

Attendance and active class participation are needed to get the most out of this course.

Statement of Plagiarism – please refer to p. 48 of the GPRC Calendar.