Internet Business Concepts

BA 2800 **(3-0)** 3 Credits

Basic Course Information

Instructor

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Office Hours

MW 2:30-4 p.m.
or by appointment. Making an appointment is
usually better; I'm very prone to wandering

Transferability

Some universities or colleges <u>may</u> accept this
course for transfer credit. Please check with the
receiving institution.

Pre-requisites

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

Text

Schneider, Gary P. *Electronic Commerce: The
Second Wave, 5th ed.* Boston: Course Technology,
2004.

This text will be used extensively; you need to have
access to one. Text reading may be supplemented
with additional article reading and hand outs.

Grading Scheme

Topic Presentation	15%
Quiz 1	15%
Quiz 2	15%
Quiz 3	15%
Final Exam	30%
Attendance/Participation	10%

Strategically using the Internet to further organizational goals
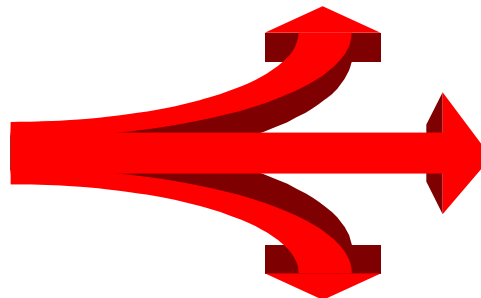
Course Description

This course introduces the student to conducting business
online. It starts with a general examination of the Internet
and e-commerce. Specific business and technical issues
related to e-commerce are then examined. The course
concludes by looking at the future of the Internet.

Tips for Succeeding in this Course

1. **Keep up** with the assigned reading. There are many new concepts;
you won't be able to learn all of them the night before a test.

2. **Choose** a presentation topic that you are interested in. Also, start early
on this assignment – a good presentation takes research, creativity, and
practice.

3. **Think** about what you are learning. Does this material relate to what
you are taking in other courses? Can you apply the concepts covered in
this course to other courses you are taking? Can you integrate concepts
covered in other courses into this course?

4. **Attend** all classes; this is not a distance education course. Ongoing
and active class participation is essential for getting the most out of this
course. **Make attendance a priority.**

The Gory Details

In-Class Activities

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

Tests

Three 15% quizzes will be administered throughout the term. You will be given between 45 and 60 minutes to complete these tests. A variety of questioning formats (e.g. multiple choice, reverse definitions, short answer, etc.) will be used. These tests will cover 3 or 4 weeks worth of course material and will be non-cumulative.

Final Exam

A comprehensive final exam worth 30% will be scheduled by the Registrar during the final exam period. Application of the course material will be emphasized. Accordingly, short answer, long answer, and case study questions will comprise most of this test.

Student Presentations

Current topics in E-Commerce will be assigned to individual students . For each topic, students will present a 25 minute class presentation (including questions) which summarizes the important points of the topic. In addition, the student presenter will produce a two page written summary of the topic that will be duplicated and distributed to the entire class. The material covered by the student presentations will comprise a significant portion of the final exam. This assignment will be worth 15% of the final grade.

Class Participation/Attendance

To get the most out of this course, regular attendance and participation in class activities is required. Accordingly, 10 percent of the course grade will be determined by class participation and attendance.

Attendance will be taken at each class. A student who attends each class and actively participates in a constructive manner will receive 10 of 10 participation marks. Students who don't actively participate and/or attend each class will receive less than full marks for this component of the course.

Course Objectives

1. To develop an understanding of how to strategically use the Internet to further an organization's goals (i.e. B2C, B2C, and Govt-to-Society.)

2. To develop an understanding of Internet and e-mail etiquette and appreciate the importance of "netiquette" in business dealings.

3. To develop an e-commerce vocabulary; to be able to understand and use the terminology of the Internet.

4. To develop an understanding of key issues that an e-business person must know to launch and operate a web-based venture.

5. To appreciate some of the key trends affecting the development of E Commerce and the Internet

6. To further develop oral and written presentation skills while incorporating appropriate presentation software

Key Dates

Wed. Oct 6	Quiz 1		TBA	Presentations
Wed. Oct 27	Quiz 2		TBA	Final Exam
Wed. Nov 17	Quiz 3		(Exam Period)	

CLASS SCHEDULE Fall 2004

Date	Topics
Sep 8,10	- Course Overview - Course Outline/Assignments - Netiquette/ E-mail Etiquette - The RunQuick.com Story - **Text:** Hand outs
Sep. 15, 17	- What is E-Commerce - Business Models - Economic Forces and E-Commerce - Value chains - International implications - History of the Internet - How the Internet Works - Markup Languages - Intranets/Extranets - Internet Connectivity - **Text:** Ch.1, 2
Sep. 22, 24	- Revenue Models - Strategic Implications - Web Presence - Usability - **Presentations:** Demonstration Project - **Text**: Ch. 3
Sep. 29, Oct. 1	- Marketing on the Web - Internet Advertising - CRM - Search Engines - Domain Names - **Presentations:** 1 (Google) - **Text:** Ch. 4
Oct. 6,8	- Purchasing/Logistics - G2S - EDI - B2B Portals - **Test:** Quiz 1 - **Text:** Ch. 5
Oct. 13, 15	- Auctions - Virtual Communities/Portals - **Text:** Ch. 6 - **Presentations:** 2 and 3 (City of GP and E-Bay)

Date	Topics
Oct. 20, 22	- Legal Issues - Copyright Technology - Ethical Issues - Taxation - **Presentations:** 4 and 5 (Kazza and ITunes) - **Text**: Ch. 7
Oct. 27, 29	- Web Servers - Server Software and Hardware - **Presentations:** 6 (Linux) - **Text**: Ch. 8 - **Test**: Quiz 2
Nov. 3, 5	- Security - Privacy - **Presentations:** 7 (Viruses/Worms) and 8 (McAfee) - **Text**: Ch. 10
Nov. 10	- Web Hosting Options - E-Commerce Software - **Presentations:** 9 (Amazon.com) - **Text**: Ch. 9
Nov. 17, 19	-Payment Systems - **Presentations:** 10 (Pay Pal) - **Text**: Ch .11 - **Test**: Quiz 3
Nov. 24, 26	- Planning E-Commerce Initiatives - Implementing - Evaluating - **Presentations:** 11 (DHT Online) and 12 (GPRC Website) - **Text**: Ch. 12
Dec. 1,3	- Future of the Internet - Local E-Commerce Success Stories - **Presentations**: 13 (Internet Addiction) and 14 (GP Online) - **Text**: TBA
Dec. 9	- Review and final exam prep - **Presentations**: Catch up
Dec 13-21	-**Final Exam** (T.B.A.)

Fall 2004