DEPARTMENT OF BUSINESS

COURSE OUTLINE – FALL 2014

BA2800 – INTERNET BUSINESS CONCEPTS – 3(3-0-0) 45 HOURS

INSTRUCTOR:	Carly McLeod	**PHONE:**	780-539-2946
OFFICE:	C307	**E-MAIL:**	cmcleod@gprc.ab.ca
OFFICE HOURS:	Tues & Thurs 1-2:20pm		

PREREQUISITE(S)/COREQUISITE: BA1150 or an equivalent introductory computing course. Second year standing and a good working familiarity with the Internet is also recommended.

REQUIRED TEXT/RESOURCE MATERIALS: Kenneth C Laudon, Carol Traver, E-Commerce business, technology, society, 10th ed. Pearson – Prentice Hall, 2014.

CALENDAR 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.

CREDIT/CONTACT HOURS: 3(3-0-0) 45 HOURS

DELIVERY MODE(S): A variety of teaching methods will be used including lectures, discussions, Internet demos, student presentations, in-class exercises, and small group exercises.

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.

TRANSFERABILITY:

Athabasca University, University of Calgary. Other universities or colleges may accept this course for transfer credit. Please check with the receiving organization
** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A$^+$	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A$^-$	3.7	80 – 84	FIRST CLASS STANDING
B$^+$	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B$^-$	2.7	70 – 72	
C$^+$	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C$^-$	1.7	60 – 62	
D$^+$	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

Projects (10 @ 5%)*	50%	Final Examination	30%
Midterm	20%	Total	100%

*Students have the potential to drop their lowest scoring project (the best 9) based on attendance and classroom behavior.

STUDENT RESPONSIBILITIES:

- The expectation for this course is that students have read the material prior to coming to class. Reading material ahead of time prepares you for classroom activities.

- Unauthorized late assignments, will not be accepted. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor beforehand.

- Disruptive classroom behavior viewed as "not professional"… i.e. excessive/disruptive talking, texting, taking phone calls, ect. will not be accepted and students will be asked to leave the class and forfeit dropping their lowest graded project.

- If there is an excusable absence for missing the Mid-term, the weighting of the missed exam will be added onto the final exam weighting.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at http://www.gprc.ab.ca/programs/calendar/ or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**
**Note: all Academic and Administrative policies are available on the same page.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Topic	Required Reading
September 4	Introduction	
September 8	What is E-Commerce?	Chapter 1
September 15	E-Commerce Business Models & Concepts	Chapter 2
September 22	E-Commerce Infrastructure	Chapter 3
September 29	Building an E-Commerce Presence	Chapter 4
October 6	Security & Payment Systems	Chapter 5
October 13	Marketing & Advertising Concepts	Chapter 6
October 20	Social, Mobile & Local Marketing	Chapter 7
October 27	Ethics, Social & Political Issues	Chapter 8
November 3	**Midterm Chapters 1-8**	
November 10	Online Retail Services	Chapter 9
November 17	Online Content & Media	Chapter 10
November 24	Social Networks, Auctions & Portals	Chapter 11
December 1	B2B E-Commerce	Chapter 12
December 10-19	Final Exam Period	