



DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OUTLINE – BA 2800 3(3-0-0) – INTERNET BUSINESS CONCEPTS

INSTRUCTOR: Richard Beeson **PHONE:** 539-2864 (office)
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OFFICE
HOURS: Monday & Wednesday
12:00 – 13:00 or by appointment

PREREQUISITE(S)/COREQUISITE:

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, 5th ed. Pearson – Prentice Hall, 2011.

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

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 management issues related to e-business and e-commerce are examined. They include e-business strategy development and implementation, e-business applications, mobile commerce, Internet security, IT infrastructure, project management and others.

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 organization.

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.

Learning Teams:

Several of the assignments in this class will be completed in Learning Teams of two to four students. It is expected that you will actively participate with your learning team at all stages of its efforts on a continuing basis and contribute to the team discussions and deliverables by:

- a) contributing original work that is accepted and used by the team with proof of originality;
- b) participating in the topic presentation and project assignment;
- c) ensuring to your team that your contributions are your original work and properly quoted, cited, and referenced.

Grading Criteria:

Participation	10%
Topic Presentation	20%
Case Presentation	20%
Project (Presentation, Peer Review)	20%
Exam 1 (Chapters 1-6)	15%
Exam 2 (Chapters 7-12)	15%
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 6	Course Overview / Course Outline/Assignments	Handouts
September 11, 13	Introduction to e-business and e-commerce / Case Study	Chapter 1
September 18, 20	Marketplace analysis for e-commerce / Topic / Case Study	Chapter 2
September 25, 27	E-business infrastructure / Topic / Case Study	Chapter 3
October 02, 04	E-environment / Topic / Case Study	Chapter 4
October 09, 11	E-business strategy: analysis objectives / Topic / Case Study	Chapter 5
October 16, 18	E-business strategy: definition & implementation / Topic / Case Study	Chapter 5
October 23, 25	E-business applications: Supply chain management / Exam 1	Chapter 6
October 30, November 01	E-business applications: E-Procurement / Topic / Case Study	Chapter 7
November 06, 08	E- marketing / Topic / Case Study	Chapter 8
November 13, 15	Break & Customer relationship management / Topic / Case Study	Chapter 9
November 20, 22	Change management / Topic / Case Study / Projects	Chapter 10
November 27, 29	Analysis and design / Topic / Case Study / Projects	Chapter 11
December 04, 06	E-business service implementation / Topic / Case Study / Exam 2	Chapter 12
TBA	Final Exams	

Attendance:

Attendance and active class participation are needed to get the most out of this course. Statement of Plagiarism – please refer to the procedures and rules regarding plagiarism and cheating described in the GPRC Academic policy Student Misconduct: Plagiarism and cheating <http://www.gprc.ab.ca/downloads/documents/Student%20Misconduct%20Plagiarism%20and%20Cheating.pdf>