



DEPARTMENT OF BUSINESS ADMINISTRATION

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

INSTRUCTOR: Richard Beeson **PHONE:** 539-2864 (office)
OFFICE: C408 **E-MAIL:** rbeeson@gprc.ab.ca

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:

Kenneth C Laudon, Carol Traver, E-Commerce business, technology, society, 9th ed. Pearson – Prentice Hall, 2013.

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	5%
Topic Presentation	15%
Case Presentation	15%
Mobile Application Project	20%
Exam 1 (Chapters 1-5)	15%
Exam 2 (Chapters 6-10)	15%
Exam 3 (Chapters 1-12)	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 5	Course Overview / Course Outline / Assignments	Handouts
September 09, 11	The Revolution is Just Beginning / Topic / Case Study	Chapter 1
September 16, 18	E-Commerce Business Models / Topic / Case Study	Chapter 2
September 23, 25	E-Commerce Infrastructure: The Internet, Web, and Mobile / Topic / Case	Chapter 3
Sept 30, Oct 02	Building an E-Commerce Presence: Web Sites, Mobile Sites and Apps	
	Topic / Case Study	Chapter 4
October 07	Exam 1	
October 09,14	E-Commerce Security and Payment Systems / Topic / Case Study	Chapter 5
October 16, 21	E-Commerce Marketing Concepts: Social, Mobile, Local / Topic / Case	Chapter 6
October 23 28	E-Commerce Marketing Communications / Topic / Case	Chapter 7
October 30, November 04	Ethical, Social, and Political Issues in E-Commerce/ Topic / Case Study	Chapter 8
November 06	Exam 2	
November 11	Break	
November 13, 18	Online Retail and Services / Topic / Case Study	Chapter 9
November 20, 25	Online Content and Media / Topic / Case Study	Chapter 10
November 27,December02	Social Networks, Auctions, and Portals / Topic / Case Study /	Chapter 11
December 04, 09	B2B E-Commerce: Supply Chain Management and Collaborative Commerce	
	/ Topic / Case Study	Chapter 12
December 11	Exam 3	

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>