



## **DEPARTMENT OF BUSINESS ADMINISTRATION AND OFFICE ADMINISTRATION**

### **COURSE OUTLINE – BA 2800 3(3-0-0) 45 – INTERNET BUSINESS CONCEPTS**

**INSTRUCTOR:** Richard Beeson      **PHONE:** 539-2864 (office)  
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**OFFICE**      Monday & Wednesday  
**HOURS:**      13:00 – 14:00 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:**

Paige Baltzan, Brian Detlor, Cameron Welsh, *Business Driven Information Systems*, 4th ed. McGraw-Hill Ryerson, 2015.

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:**

Students will develop a broad based understanding of digital technology and applications in business.

#### **Learning Outcomes:**

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

**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	10%
Case Presentation	10%
Connect Question Results	10%
Mobile Application Project	15%
Exam 1 (Chapters 1-4)	10%
Exam 2 (Chapters 5-12)	10%
Exam 3 (Chapters 1-12)	30%
Total	100%

Percentage score translation into a letter grade:

<b>Total %</b>	<b>Alpha Grade</b>
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

Final grade may be norm adjusted.

## Class Schedule

Date	Topics	Notes
September 3	Course Overview / Course Outline / Assignments	Handouts
	<b>Module 1 Business-Driven Information Systems</b>	
September 08, 10	Information Systems and Business Strategy	Chapter 1
	<b>Module 2 Decisions, Data, Information, and Business Intelligence</b>	
September 15, 17	Decisions and Processes: Value-Driven Business / Topic / Case Study	Chapter 2
September 22, 24	Data, Information, and Knowledge / Topic / Case	Chapter 3
Sept 29, Oct 01	Databases, Data Warehouses, and Data Mining Topic / Case Study	Chapter 4
October 06	<b>Exam 1 Modules 1 &amp; 2</b>	
	<b>Module 3 E-Business, Networks, and Mobile Business</b>	
October 08,13	The Internet and E-Business / Topic / Case Study	Chapter 5
October 15, 20	Telecommunications and Mobile Technology / Topic / Case	Chapter 6
	<b>Module 4 Enterprise MIS Systems</b>	
October 22 27	Enterprise Computing Challenges and Enterprise Resource Planning / Topic / Case	Chapter 7
October 29, November 03	Operations Management and Supply Chain Management / Topic / Case Study	Chapter 8
November 05, 10	Customer Relationship Management / Topic / Case Study	Chapter 9
November 11	<b>Break</b>	
	<b>Module 5 MIS Business Concerns and Information Systems Development</b>	
November 17 , 19	Information Ethics, Privacy, and Security / Topic / Case Study	Chapter 10
November 24, 26	Systems Development and Project Management / Topic / Case Study /	Chapter 11
December 01, 03	Infrastructure / Topic / Case Study	Chapter 12
December 08	<b>Exam 2 Modules 3, 4, 5</b>	

### 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>

**Student Rights and Responsibilities:**

1. Keep this outline. It will be your course reference throughout the term.
2. You are responsible for changes (additions and/or deletions) to this outline made in class.
3. It is your responsibility to attend class. Should you be unable to attend class, it is your responsibility to find out what was missed from your peers.

**GPRC Policy Link:**

[https://www.gprc.ab.ca/files/forms\\_documents/StudentRightsandResponsibilities.pdf](https://www.gprc.ab.ca/files/forms_documents/StudentRightsandResponsibilities.pdf)