GPRC

DEPARTMENT OF BUSINESS ADMINISTRATION AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2016
BA28003(3-0-0)45–INTERNET BUSINESS CONCEPTS

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

Kenneth C. Laudon, Carol Traver, **E-Commerce Essentials, 12th ed. Pearson, 2014.**
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 business issues related to e-commerce are examined. The course concludes by looking at the future of the Internet.

CourseObjectives:

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

LearningOutcomes:

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	10%
Topic Presentation	10%
Case Presentation	10%
Application Project	20%
Exam 1 (Chapters 1-4)	10%
Exam 2 (Chapters 5-8)	10%
Exam 3 (Chapters 9-11)	30%
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

Final grade may be norm adjusted.

Class Schedule Fall 2016

Date	Topics	Notes
September 1	Course Overview / Course Outline / Assignments	Handouts
September 06	The Revolution Continues	Chapter 1
September 08, 13	E-commerce Business Models and Concepts / Topic / Case Study	Chapter 2
September 15, 20	E-commerce Infrastructure: The Internet, Web, and Mobile Platform / Topic / Case Study	Chapter 3
September 22, 27	E-commerce Presence: Web Sites, Mobile Sites, and Apps Topic / Case Study	Chapter 4
September 29	Exam 1 Chapter 1-4	
October 04,6	E-commerce Security and Payment Systems / Topic / Case Study	Chapter 5
October 11, 13	E-commerce Marketing and Advertising Concepts. / Topic / Case Study	Chapter 6
October 18,20	Ethical, Social, and Political Issues in E-commerce / Topic / Case Study	Chapter 7
October 25,27	Online Retailing and Services / Topic / Case Study	Chapter 8
November 01	Exam 2 Chapter 5-8	
November 03,08	Online Content and Media / Topic / Case Study	Chapter 9
November 10, 11	Break	
November 15, 17	Social Networks, Auctions, and Portals / Topic / Case Study	Chapter 10
November 22, 24	B2B E-commerce: Supply Chain Management and Collaborative Commerce / Topic / Case Study	Chapter 11
November 29	Exam 3 Chapter 9-11	
December 01	Project Presentations	
December 05	Project Presentations	
December 05	Last day of classes	

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