Grande Prairie Regional College

School of Business
Department: Business Administration and Commerce

Intern☉t Bu$iness C☉ncepts

BA 2800 3 (3-0-0) - COURSE OUTLINE – FALL 2007

Basic Course Information

Instructor

Sergiy Golyk
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Classes: classroom – A203
Tues. & Thurs. at 11:30 a.m. – 12:50 p.m.

Consulting - by appointment

Transferability

BA 2800 = ECOM 320 at Athbasca U, University of Alberta, University of Calgary. Other universities or colleges may accept this course for transfer credit. Please check with the receiving institution.

Pre-requisites

BA 1150 or an equivalent introductory computing course. Second year standing and a good working familiarity with the Internet are also recommended.

Text

Dave Chaffey, E-Business and E-Commerce Management, 3rd ed. Pearson – Prentice Hall, 2007.

There will be required reading from the book. Text reading will be supplemented with resources online, additional article readings and handouts. Tests will be based on the materials of the textbook

Grading Scheme

Article Presentation	10%
Topic Presentation	20%
Test 1	10%
Test 2	10%
Test 3	10%
Final Exam	40%
Total	**100%**

Percentage score translation into a letter grade.

Total Score %	Letter Grade
94 - 100	A+
90 - 93	A
85 - 89	A-
80 - 84	B+
76 - 79	B
72 - 75	B-
68 - 71	C+
64 - 67	C
60 - 63	C-
55 - 59	D+
50 - 54	D
0 - 49	F

Course 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.

Course Objectives

1.   To develop an understanding of how to strategically use the Internet to further an organisation's goals (i.e. B2B, B2C, and Govt-to-Society).

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.

6.   To improve oral and written presentation skills while incorporating appropriate presentation software.

Learning Activities

A variety of teaching methods will be used. These may include lectures, discussions, Internet demos, guest speakers, student presentations, in-class exercises, and small group exercises.

Tests

Three multiple-choice tests worth 10% each will be administered throughout the term. You will be given between 45 and 60 minutes to complete these tests. These tests will cover 3 or 4 weeks worth of course material and will be non-cumulative.

Student Presentations

Each student will be asked to present twice during the semester. The Article/Case Presentation will be an individual project; the Topic Presentation will be two or three-person presentation.

Class Schedule

Date	Topics	Notes
September 6	Course Overview Course Outline/Assignments Case Study - Dell Canada Introduction to e-business and e-commerce	Handouts Chapter 1
September 11, 13	E-commerce microenvironment	Chapter 2
September 18, 20	E-commerce macroenvironment Article/Case Presentations	Chapter 3 Chapter 4
September 25, 27	E-business strategy: Situation analysis and objective setting Article/Case Presentations	Chapter 5
October 2, 4	E-business strategy: Strategy and tactics Article/Case Presentations Test 1	Chapter 5
October 9, 11	E-business applications: Supply chain management	Chapter 6

	Article/Case Presentations	
October 16, 18	E-business applications: E-procurement Article/Case Presentations	Chapter 7
October 23, 25	E-marketing and advertising Test 2	Chapter 8
October 30 November 1	Customer relationship management Article/Case Presentations	Chapter 9
November 6, 8	Security and Control Privacy, Legal and Tax Presentations: Topic 1, 2	Online resources
November 13, 15	E-business applications: Change management Presentations: Topic 3, 4	Chapter 10
November 20, 22	E-business applications: Analysis and design Presentations: Topic 5, 6 Test 3	Chapter 11
November 27, 29	E-business applications: Implementation management Presentations: Topic 7, 8	Chapter 12
December 4, 6	Future of the Internet and e-business Presentations: Topic 9, 10	Online resources
T.B.A.	**Final Exam – multiple choice test**	

Attendance

Attendance and active class participation are needed to get the most out of this course.

Statement of Plagiarism – please refer to p. 44 of the GPRC Calendar.