Intern℮t Bu$iness C◉ncepts

COURSE OUTLINE – FALL 2008

BA2800 3(3 - 0 - 0) – Internet Business Concepts

Instructor: Sergiy Golyk

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Classes: Classroom – A211
Tuesday & Thursday at 11:30 a.m. – 12:50 p.m.

Consulting: by appointment

Prerequisites:

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, 3rd ed. Pearson – Prentice Hall, 2007.
There will be required reading from the text. This reading will be supplemented with online resources, additional article readings and handouts. Tests will be based on all of the above materials.

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.

Transferability:

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

Delivery Mode(s):

A variety of teaching methods will be used. These may include lectures, discussions, Internet demos, 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 one or two-person presentation.

Grading Criteria:

Article Presentation	10%
Topic Presentation	20%
Test 1	10%
Test 2	10%
Test 3	10%

Final Examination	30%
Participation	10%
Total	**100%**

Percentage score translation into a letter grade:

Total Score %	Letter Grade
90 - 100	A+
85 - 89	A
80 - 84	A-
76 - 79	B+
73 - 75	B
70 - 72	B-
67 - 69	C+
64 - 66	C
60 - 63	C-
55 - 59	D+
50 - 54	D
0 - 49	F

Class Schedule

Date	Topics	Notes
September 4	Course Overview Course Outline/Assignments Case Study - Dell Canada Introduction to e-business and e-commerce	Handouts Chapter 1
September 9, 11	E-commerce microenvironment	Chapter 2
September 16, 18	E-commerce macroenvironment Article/Case Presentations	Chapter 3 Chapter 4
September 23, 25	E-business strategy: Situation analysis and objective setting Article/Case Presentations	Chapter 5
September 30 October 2	E-business strategy: Strategy and tactics Article/Case Presentations Test 1	Chapter 5

October 7, 9	E-business applications: Supply chain management Article/Case Presentations	Chapter 6
October 14, 16	E-business applications: E-procurement Article/Case Presentations	Chapter 7
October 21, 23	E-marketing and advertising Test 2	Chapter 8
October 28, 30	Customer relationship management Article/Case Presentations	Chapter 9
November 4, 6	Security and Control Privacy, Legal and Tax Presentations: Topic 1, 2	Online resources
November 11, 13	E-business applications: Change management Presentations: Topic 3, 4	Chapter 10
November 18, 20	E-business applications: Analysis and design Presentations: Topic 5, 6 Test 3	Chapter 11
November 25, 27	E-business applications: Implementation management Presentations: Topic 7, 8	Chapter 12
December 2, 4	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. 49 of the GPRC Calendar.