



Grande Prairie Regional College
School of Health, Wellness & Career Studies
Department of Business

Internet Business Concepts

COURSE OUTLINE – FALL 2011

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

Instructor: Sergiy Golyk

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Classes: Classroom – A305

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, 4th ed. Pearson – Prentice Hall, 2009.

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.

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 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 three 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:

Topic Presentation	20%
Project Presentation	30%
Midterm Test	20%
Final Examination	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

Class Schedule

Date	Topics	Notes
September 8	Course Overview Course Outline/Assignments	Handouts
September 13, 15	Introduction to e-business and e-commerce Case Study	Chapter 1
September 20, 22	E-commerce fundamentals Case Study	Chapter 2
September 27, 29	E-business infrastructure Case Study	Chapter 3
October 4, 6	E-business macro-environment Topic Presentations	Chapter 4
October 11, 13	E-business strategy: Strategic analysis and objectives Topic Presentations	Chapter 5
October 18, 20	E-business strategy: Strategy definition and implementation Topic Presentations	Chapter 5
October 25, 27	E-business applications: Supply chain management Topic Presentations	Chapter 6
November 1, 3	E-business applications: E-procurement Team Project Workshop	Chapter 7
November 8, 10	E-marketing Case Study Team Project Workshop	Chapter 8
November 15, 17	E-marketing Case Study Team Project Workshop	Chapter 8
November 22, 24	Customer relationship management Case Study Team Project Workshop	Chapter 9

November 29 December 1	Change management Team Project Presentations	Chapter 10
December 6, 8	Analysis and design Team Project Presentations	Chapter 11 Chapter 12
T.B.A.	Final Exam	

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>