

Internet Business Concepts

BA 2800 (3-0) 3 Credits

Basic Course Information

Instructor

Trevor Thomas
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Office Hours

Making an appointment is usually better; I am very prone to wandering

Transferability

Some 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 is also recommended.

Precluded Course

Normally, credit will not be granted for both BA 2550 Computer Applications for Marketing and BA 2800.

Text

Napier, H. Albert et al. *Creating a Winning E-Business*. Boston, Course Technology, 2001.

This text will be used extensively; you need to have access to one. Text reading will be supplemented with additional article reading.

Grading Scheme

| | |
|------------------------------------|-----|
| Topic Presentation | 15% |
| Quiz 1 | 15% |
| Quiz 2 | 15% |
| Quiz 3 | 15% |
| Final Exam | 30% |
| Attendance/Participation | 10% |

Strategically using the Internet to further organizational goals



Course Description

This course introduces the student to conducting business online. It starts with a general examination of the Internet and e-commerce. Next, B2C, B2B, and Government-to-Society applications of the Internet are looked at. Specific business issues related e-commerce are then examined. The course concludes by looking at the future of the Internet.

Tips for Succeeding in this Course

1. **Keep up** with the assigned reading. There are many new concepts; you won't be able to learn all of them the night before a test.
2. **Choose** a presentation topic that you are interested in. Also, start early on this assignment – a good presentation takes research, creativity, and practice.
3. **Think** about what you are learning. Does this material relate to what you are taking in other courses? Can you apply the concepts covered in this course to other courses you are taking? Can you integrate concepts covered in other courses into this course?
4. **Attend** all classes; this is not a distance education course. Ongoing and active class participation is essential for getting the most out of this course. **Make attendance a priority.**

The Gory Details

In-Class Activities

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

Tests

Three 15% quizzes will be administered throughout the term. You will be given between 45 and 60 minutes to complete these tests. A variety of questioning formats (e.g. multiple choice, reverse definitions, short answer, etc.) will

Student Presentations

Twenty current topics in E-Commerce will be assigned to individual students or groups of two. For each topic, students will present a 15 to 20 minute class presentation which summarizes the important points of the topic. In addition, the student presenter(s) will produce a two page written summary of the topic which will be duplicated and distributed to the entire class. The material covered by the student presentations will comprise a significant portion of the final exam. This assignment will be worth 15% of the final grade.

Course Objectives

1. To develop an understanding of how to strategically use the Internet to further an organization's goals (i.e. B2C, B2C, and Govt-to-Society.)
2. To develop an understanding of Internet and e-mail etiquette and appreciate the importance of "netiquette" in business dealings.
3. To develop an e-commerce vocabulary; to be able to understand and use the terminology of the Internet.
4. To develop an understanding of key issues that an e-business person must know before launching a web-based venture.
5. To appreciate some of the key trends affecting the development of E Commerce and the Internet
6. To further develop oral and written presentation skills while incorporating appropriate presentation software

be used. These tests will cover 3 or 4 weeks worth of course material and will be non-cumulative.

Final Exam

A comprehensive final exam worth 30% will be schedule by the Registrar during the final exam period. Application of the course material will be emphasized. Accordingly, short answer, long answer, and case study questions will comprise most of this test.

Class Participation/Attendance

To get the most out of this course, regular attendance and participation in class activities is required. Accordingly, 10 percent of the course grade will be determined by class participation and attendance.

Attendance will be taken at each class. A student who attends each class and actively participates in a constructive manner, will receive 10 of 10 participation marks. Students who don't actively participate and/or attend each class will receive less than full marks for this component of the course.

Key Dates

| | | | |
|------------|--------|---------------|---------------|
| Wed Oct 1 | Quiz 1 | TBA (Mar) | Presentations |
| Wed Oct 22 | Quiz 2 | TBA | Final Exam |
| Wed Nov 12 | Quiz 3 | (Exam Period) | |

CLASS SCHEDULE Fall 2001

| Date | Topics | Date | Topics |
|-------------|---|-------------|--|
| Sep 5 | - Course Overview - Course Outline/Assignments | Oct. 29,.31 | - Payment Systems - Presentations: - Text: Chapter 3 |
| Sep. 10, 12 | - Key Terms - Netiquette - E-mail Etiquette - Text: Ch. 1, and Readings Package (p.1-7) | Nov. 5, 7 | - Security/Privacy - Insurance - Presentations: - Text: Chapter 8 and Readings Package (p. 16-21) |
| Sep. 16, 19 | - B2C Applications Gov-to-Society Applications - B2B Applications - E-Business Model | Nov. 12, 14 | - Back up Plan - Fulfillment - Presentations: - Text: Chapter 9 - Text: Quiz 3 |
| Sep. 24, 25 | - The RunQuick.com Story - E-Business Entrepreneurship - E-Business Advantages - Text: Ch. 2 | Nov. 19, 21 | - Fulfillment - One-to-one Marketing - Search Engines - Presentations: - Text: Chapter 10 and Readings Package (p. 8-15) |
| Oct. 1,3 | - Govt-to-Society Applications - Test: Quiz 1 - E-Business Financing - Text: Ch. 4 and 5 (skim) | Nov. 26, 28 | - Integrating “Bricks with Clicks” - Internet Marketing - Presentations: - Text: Readings Package (p. 45-57) |
| Oct. 8, 10 | - Legal Issues - Human Resources/Real Estate - Domain Names - Text: Ch. 6 and Readings Package (p.22-25) | Dec. 3, 5 | - Web site metrics - Usability Studies - Future of the Internet - Presentations: Catch up - Text: Readings Package (p.29-39) |
| Oct. 15, 17 | - Selecting Technology - Choosing an ISP and Host - Presentations: - Text: Ch. 6 | Dec 10-19 | - Final Exam (T.B.A. in exam period) |
| Oct. 22, 24 | - Designing an E-Business Web Site - Presentations: - Text: Ch. 7 and Readings Package (p. 26-28 and p. 40-44) - Test: Quiz 2 | | |