

Internet Business Concepts

BA 2800 (3-0) 3 Credits

Basic Course Information

Instructor

Bill Corcoran
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Office Hours

MW 2:30-4 p.m.
or by appointment. Making an appointment is usually better; I'm 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 are also recommended.

Text

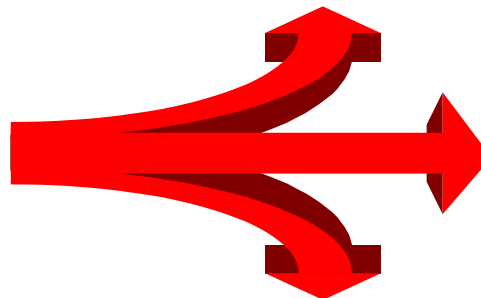
Trites, Gerald, et al, *E-Business – A Canadian Perspective for a Networked World*, 2nd ed. Toronto: Pearson –Prentice Hall, 2006.

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

Grading Scheme

Article Presentation	10%
Topic Presentation	20%
Quiz 1	10%
Quiz 2	15%
Quiz 3	15%
Final Exam	30%
Attendance/Participation	up to -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. Specific business and technical issues related to 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** an article and presentation topic that you are interested in. Also, start early on these assignments – 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, discussions, Internet demos, guest speakers, student presentations, in-class exercises, and small group exercises.

Tests

Three quizzes (10 or 15%) 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 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 scheduled 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.

Student Presentations

Each student will be asked to present twice during the semester

or the Internet. Give a brief informal presentation to the class and lead a 10-15 minute class discussion about the article. In addition, submit a $\frac{3}{4}$ to one page written summary of your article after your presentation. This assignment is worth 10% of your grade.

Topic Presentation - You will be assigned a topic for which you will prepare a formal (i.e. use Powerpoint) 25-minute class presentation (including questions) which summarizes the important points of the topic. In addition, you will produce a two page written summary of the topic that 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 20% of the final grade.

Attendance and Participation

To get the most out of this class, you must attend regularly. In fact, I expect that you will attend every scheduled class. If you are unable to make a scheduled class, please make arrangements with another class member to get any notes that you might have missed.

If you attend all of the classes and at least contribute the occasional constructive insight, you can be assured of retaining all of the marks you have otherwise earned in the course. If your attendance and/or class contribution is less than the above, your overall course grade will be adjusted downward. You stand to lose up to 10 percent of your course grade for inadequate attendance and/or participation.

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 to launch and operate 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

Article Presentation – Select a magazine or newspaper article dealing with a current issue concerning e-commerce

Key Dates

Wed. Oct 5	Quiz 1	TBA	Article Presentation
Fri. Oct 28	Quiz 2	TBA	Topic Presentation
Fri. Nov 18	Quiz 3	TBA (Exam Period)	Final Exam

CLASS SCHEDULE Fall 2005

Date	Topics	Date	Topics
Sep 7,9	<ul style="list-style-type: none"> - Course Overview - Course Outline/Assignments - Netiquette / E-mail Etiquette - The RunQuick.com Story - Text: Handouts 	Nov. 9	<ul style="list-style-type: none"> - E-Commerce and Small Business - Presentations: Topic 6,7 - Text: Ch. 14
Sep. 14, 16	<ul style="list-style-type: none"> - Introduction to E-Business - Internet Business Models - Text: Ch.1, 2 	Nov. 16, 18	<ul style="list-style-type: none"> - E-marketing and Advertising - Presentations: Topic 8,9 - Text: Ch .11 - Text: Quiz 3
Sep. 21, 23	<ul style="list-style-type: none"> - Evolution and Application of the Internet - ERP and Inter-Enterprise Systems - Presentations: Article 1,2,3 - Text: Ch. 3,4 	Nov. 23, 25	<ul style="list-style-type: none"> - Search Engines - Metrics - Presentations: Topic 9,10 - Text: Ch. 12
Sep. 28, 30	<ul style="list-style-type: none"> - Security and Control - Presentations: Article 4,5,6 - Text: Ch. 5 	Nov. 30, Dec. 2	<ul style="list-style-type: none"> - Privacy, Legal, and Tax - Presentations: Topic 11,12 - Text: Ch 13
Oct. 5,7	<ul style="list-style-type: none"> - Billing and Payment Systems - Presentations: Article 7,8,9 - Text: Quiz 1 - Text: Ch. 6 	Dec. 7	<ul style="list-style-type: none"> - Future of the Internet - Presentations: Catch up
Oct. 12, 14	<ul style="list-style-type: none"> - Supply Chain Management - Text: Ch. 7 - Presentations: Article 10,11,12 	Dec 12-20	- Final Exam (T.B.A.)
Oct. 19, 21	<ul style="list-style-type: none"> - E-Procurement - Trading Exchanges - Auctions - Presentations: Topic 1, 2 - Text: Ch. 8 	Fall 2005	
Oct. 26, 28	<ul style="list-style-type: none"> - Catch up - Presentations: Topic 3,4 - Text: Quiz 2 		
Nov. 2, 4	<ul style="list-style-type: none"> - CRM - Business Intelligence - Presentations: Topic 4,5 - Text: Ch. 9, 10 		