



INTRODUCTION TO E-COMMERCE IN BUSINESS

COURSE SYLLABUS

3-0-3.0

Date: 11/29/11

COURSE NUMBER: BUS 210

PREREQUISITE(S): ENG 032, MAT 032, and RDG 032

CO-REQUISITE(S): None

COURSE DESCRIPTIONS

This course is the study of electronic commerce and the operations and applications from the business perspective. Emphasis is placed on business concepts and strategies and how they apply to the process of buying and selling goods and services online.

TEXTBOOK(S): Schneider, P. Gary, Electronic Commerce. 9th Edition, 2011, Course Technology, Cengage Learning
ISBN-10: 0-538-46924-2

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

METHOD OF INSTRUCTION: This course will be taught via the Internet using online lecture notes, discussion board, library research, and electronic messaging

GRADING SYSTEM:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in the final grade calculation.

**GRADE
CALCULATION
METHOD:**

Discussion Postings	=	10%
Chapter Quizzes	=	20%
Research Project	=	20%
Exam 1	=	25%
Exam 2	=	25%
	=	<u>100%</u>

A grade of zero (0) will be assigned for any work not turned in by the due date. If you have a chance to turn them in early - use it!

No late work will be accepted without prior arrangements with the instructor.

CONFIDENTIALITY:

All students' e-mail addresses may be available to other students in the class. Although some assignments in an online course may encourage or require peer communication, the instructor will make every effort to protect the confidentiality of any personal communication (for example, grades). However, you should recognize that e-mail and other electronic media are not secure; there is no guarantee of the privacy of your e-mail or other personal information.

**APPROPRIATE
ONLINE BEHAVIOR:**

The use of Spartanburg Community College's website, e-mail service or course management software for creation and/or distribution of material not pertaining to course participation is prohibited and is grounds for dismissal according to College policy under "disruptive behavior." Such actions, include, but are not limited to:

- Inappropriate use of email and discussion boards for:
 - ✓ Harassment
 - ✓ Unlawful solicitation
 - ✓ "Spamming"
 - ✓ "Flaming"
- Use of online editing tools within the course management software to:
 - ✓ Create offensive material
 - ✓ Link to inappropriate materials

**ATTENDANCE
POLICY:**

An electronic e-mail is required from each student to the instructor by the end of the drop/add period. **This e-mail must be received by the second day of class for the student to not be dropped for Never Attending.** At this time the Instructor will drop the student from the course if it is not received.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student who stops attending the online class and fails to initiate a withdrawal will remain on the class roster. *With this in mind, for every assignment, test or exam not completed while still enrolled in the course the student will receive a grade of zero and the final course grade will be calculated accordingly.*

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

**ACADEMIC
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

**CLASS/LAB
PROCEDURES:**

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student

Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

Program Director

Mr. Peter Stone
592-4694
stonep@sccsc.edu

Program Chair

Mrs. Karen Ravan
592-4840
ravank@sccsc.edu

**COURSE OUTCOMES
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Understand what e-business is, the framework for e-business from business perspective
 1. Define the term e-business
 2. Discuss and understand the taxonomy for the fundamental models of e-business
 3. Understand Internet and related technologies
 4. Discuss how to prepare e-business plans
 5. Understand external and internal environmental factors that affect the planning and practice of e-business
 6. Discuss framework for the e-business related ethics, legal, and social concerns
 7. Explain privacy and confidentiality issues in e-business
 8. Understand security concern and cyber crimes
 9. Understand digital property and online distribution rights
 10. Understand government regulations and taxation for e-business

- II. Understand strategic business planning for the Internet
 - 1. Understand how to develop e-business models
 - 2. Discuss fundamental characteristics of Internet-based software and e-business solutions
 - 3. Discuss strategic planning process and value chain in e-business
 - 4. Understand how to develop e-business for an existing traditional business organization
 - 5. Explain industry and global issues related to e-business planning
 - 6. Research and analyze opportunities for growth in e-business
 - 7. Understand the process and benefit of e-business research
 - 8. Discuss the types of available e-business related research data
 - 9. Understand the methods of successful e-business research
 - 10. Understand the online communication process and behavior
 - 11. Understand the online consumer and organizational buying processes
 - 12. Understand the factors that influence online consumer behavior and decision making process
 - 13. Discuss different theories to explain online consumer behavior

- III. Understanding e-business plan implementation process
 - 1. Understand how to create marketing mix in e-business
 - 2. Identify and describe potential online market
 - 3. Understand how to analyze online market, target strategies, and develop sales factors
 - 4. Discuss online product development and strategic decisions
 - 5. Identify the organizational and managerial issues in e-business
 - 6. Discuss the overview of management and e-business
 - 7. Discuss leadership, motivation, and corporate culture in e-business
 - 8. Understand how to plan and work with e-business investors

9. Discuss the overview of financial planning in e-business
10. Discuss the sources of funds in e-business
11. Identify e-business investment and risks
12. Explain how to implement and control the e-business plan