



## INTRODUCTION TO E-COMMERCE IN BUSINESS COURSE SYLLABUS

Date: 12/5/11

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**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.

USB jump drive

**METHOD OF INSTRUCTION:** This course will be taught in class using text book, lecture notes, discussion, library research, and Internet activities.

**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:**

Class Participation/Assignments	=	10%
Chapter Quizzes	=	20%
Research Project	=	20%
Exam 1	=	25%
Exam 2	=	<u>25%</u>
	=	100%

A grade of zero (0) will be assigned for projects, assignments, and tests by the due date not turned in.

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

**ATTENDANCE POLICY:**

The student is responsible for punctual and regular attendance in all classes, laboratories, clinical, practica, internships, field trips, and other required class activities. The College does not grant excused absences; therefore, students are urged to reserve their absences for emergencies. When illness or other emergencies occur, the student is responsible for notifying instructors and completing missed work if approved for late submission by instructors.

The student is tardy if not in class at the time the class is scheduled to begin and is admitted to class at the discretion of the instructor.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student enrolling in and attending at least one course session remains enrolled until the student initiates a withdrawal.

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.

Absences for Religious Holidays: Students who are absent from class in order to observe religious holidays are responsible for the content of any activities missed and for the completion of assignments occurring during the period of absence. Students who anticipate their observance of religious holidays will cause them to be absent from class and do not wish such absences to penalize their status in class should adhere to the following guidelines:

1. Observance of religious holidays resulting in three or fewer consecutive absences: Discuss the situation with the instructor and provide written notice at least one week prior to the absence(s). Develop (in writing) and instructor-approved plan which outlines the make up of activities and assignments.
2. Observances of religious holidays resulting in four or more consecutive absences: Discuss the situation with the instructor and provide the instructor with written notice within the first 10 days of the academic term. Develop an instructor-approved plan with outlines the make up of activities and assignments.

**CLASSROOM 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.

**CELLULAR PHONES AND PAGERS/BEEPERS:** Cellular phones, pagers and beepers are not permitted to be turned on or used within the classroom. Use of these devices during classroom time will be considered a violation of the student code as it relates to “disruptive behavior.”

**CLASS/LAB PROCEDURES:**

The textbook is a learning resource. It is the responsibility of the student to read and follow each assigned chapter. Additional outside materials will be integrated with textbook discussion. Students are responsible for textbook materials, instructor’s notes, and external learning materials. Students

will need to spend significant time doing research for the major project and assignments. More detail instruction will be given in class.

**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](http://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**

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**Program Chair**

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**Inclement Weather Schedule:**

- Check SCC Web Site: [www.sccsc.edu](http://www.sccsc.edu)
- Tune to **Channel-7** Local T.V. Station (CBS)
- Tune to an FM/AM Local radio station

**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