



Winter 2014: e-Business (COMM 352-3)

INSTRUCTOR: Julius Bankole

E-MAIL: bankole@unbc.ca

OFFICE LOCATION: Office 10- 4514

OFFICE HOURS: Tuesdays and Thursdays @11:30-1:00pm or after class or appointment by email

Telephone: 250 960 6685

CLASS TIME: Mondays 6:00 pm - 8:50 pm

CLASS LOCATION: 5-176

Information regarding the School of Business at UNBC can be found at: <http://www.unbc.ca/commerce>

COURSE DESCRIPTION

The course provides an introduction to electronic business concepts and e-business strategies. The students study various e-business models and applications, their benefits and risks, infrastructure needs, Business-to-Business and Business-to-Customer strategies, and legal and ethical issues. An introduction to business intelligence tools is also provided. Students work in teams to develop an internet business plan and evaluate a prototype with emphasis on form validation, security, electronic payment systems, and linkage with backend databases.

This course will be lecture-style, interactive format and video clips. Lecture notes and other necessary announcements will be made available on the blackboard. Different components of course evaluation will include bi-weekly online quizzes, two assignments and a group final project. In-class participation is a required and a graded component of this course. **There is no final exam in this course.**

Final Project/Term paper will be on an E-business topic.

COURSE OBJECTIVES

- ❖ To understand the relationships among e-commerce business concerns, Internet technology, and the social and legal context of e-commerce.
- ❖ To provide experience in using business concepts, social and technology tools available for effective and successful managers.
- ❖ To enable students understand how to build e-commerce businesses in order to help the business firms they manage to succeed in e-commerce era.
- ❖ To appreciate entrepreneurial activity focusing on social networks, and the mobile digital platform created by smart phones and netbooks
- ❖ To understand how technologies and social behaviours are bringing extra ordinary changes to our personal lives, markets, industries, individual businesses, and society as a whole.
- ❖ **Have fun!!**

REQUIRED COURSE MATERIALS AND READINGS

Text: *E-Commerce: Business, Technology, Society, 9th Edition*, by K. C Laudon, Carol G. Traver, 2014
Course Material: Lecture notes, class assignments and marks will be posted on the Blackboard.

COURSE ASSIGNMENTS AND GRADE WEIGHTING

Learning in this course results from both the delivery and discussion of lecture-based materials, as well as experiential learning activities where students analyze cases and issues concerning project management. Group work will depend on class size, and permission to work group work will be announced in class. For work done in groups or pairs, evaluation will be made where all team members share the same grade. If problems arise in team activities, it is the responsibility of the students involved to inform the instructor sufficiently ahead of time prior to the due date of the team's course deliverable. The instructor will help resolve team conflicts, which may entail disbandment of the group itself or a re-assignment of the particular course deliverable in question. Your final grade will be calculated as follows:

Assignment	Due Date	Weight
Participation(including assigned in-class case discussions)	min. of 90% in-classes	10%
Assignment I & II (individual)	see the schedule	20%
Bi-weekly Online Quizzes	Bi-weekly	20%
Midterm		20%
Final Term Project	see the schedule	30%
Total		100%

PARTICIPATION

Participation and attendance will carry 10% of the final grade. Students are expected to attend classes punctually, to participate in class discussions and to read assigned readings. The participation in class discussions and the completion of all the in-class activities are important parts of this component.

ASSIGNMENT DESCRIPTION

There will be two individual assignments in this course. Individual assignment is worth 20% of your final grade. Details of the assignments and due dates will be announced in class and posted on the blackboard. The assignment will reinforce topics covered in the lectures and allow students to gain familiarity with the fundamental components of the e-commerce.

ONLINE QUIZZES

Online quizzes comprise multiple choice and short answer questions. The quizzes account for 20% of your final grade. The goal is to determine student understanding of the concepts and ideas discussed in class and described in the course textbook. Each quiz will cover specific chapters listed in the schedule.

FINAL PROJECT/ TERM PAPER

Detailed guidelines on the final project will be handed-out in class and posted on the blackboard at beginning of week 7.

MISSING A MIDTERM OR EXAM

Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement, illness and legitimate reasons are admissible justifications for absence from a scheduled examination (eg. Writing an LSAT or CGA exam and there is a time conflict).

Do not schedule travel during the midterm or exam period that may conflict with your final exam!

TENTATIVE COURSE SCHEDULE:

Date	Topic	Readings
Jan 6	Introduction to the Course & Resources	
Jan 13	The Revolution is Just Beginning	Chapter 1
Jan 20	E-Commerce Business Models and Concepts Quiz #1	Chapter 2
Jan 27	E-Commerce Infrastructure: The Internet, Web, and Mobile Platform	Chapter 3
Feb 3	Building an E-Commerce Presence: Web Sites, Mobile Sites, and Apps Quiz #2	Chapter 4
Feb 10	Family Day, University closed	
Feb 17	Mid-semester Break	
Feb 24	E-Commerce Security and Payment Systems Assignment 1 due	Chapter 5
March 3	E-Commerce Marketing & Advertising Concepts	Chapter 6
	E-Commerce Marketing Concepts contd Quiz #3	Chapter 6
	E-Commerce Marketing Communications	Chapter 7
March 10	Midterm (covers chapters 1-7)	
March 17	Ethical, Social, and Political Issues in E-Commerce Quiz #4	Chapter 8
March 24	Online Retail and Services Assignment 2 due	Chapter 9
March 31	Online Content and Media Quiz #5	Chapter 10
	Social Networks, Auctions and Portals	Chapter 11
April 7	Students Projects & Presentations Term paper due	
April 10-24	No Final Exam	No Final Exam

DUE DATES / LATE ASSIGNMENTS

All assignments are due at the beginning of class. No assignments are accepted after the due date.

PAPER FORMAT

- Adherence to all academic standards and forms is expected. Of particular note are the use of the third person in all assignments; the proper citation of sources; inclusion of bibliographies; and the use of proper spelling and grammar.
- All submissions are to use 12-point font, double-spaced.
- Page numbers are required – their use greatly assists in quickly determining missing pages.

CONDUCT IN EXAMINATIONS

Students must present appropriate identification upon entering the examination room. Appropriate identification is defined as a UNBC student card and/or some other form of photo identification acceptable to the proctor. The following regulations apply to the conduct of examinations:

- a. Books, papers, or other materials or devices must not be in the possession of the student during an exam except by the express permission of the examiner. Specifically, without such permission no laptop computers, mobile phone sets, handheld electronic devices or the like may be in possession of the student in the examination room (see Regulation 43 (b)).
- b. No candidate is permitted to enter the examination room more than 30 minutes after the beginning of the examination, or permitted to leave within 30 minutes after the examination has started.
- c. Candidates must not communicate in any way with other candidates in the examination room.
- d. Candidates must not leave their seats, except when granted permission by the proctor.
- e. Candidates must turn in all materials, including rough work, upon leaving the examination room.
- f. Food and beverages other than water are not permitted in the examination room.

MISSING A MIDTERM OR EXAM

Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement, illness and legitimate reasons are admissible justifications for absence from a scheduled examination (eg. Writing an LSAT or CGA exam and there is a time conflict).

Do not schedule travel during the midterm or exam period that may conflict with your final exam!

IF YOU HAVE MISSED A FINAL EXAMINATION

Satisfactory explanation, with supporting documentation as appropriate, for any final examination missed must be made by the student or designate to the Office of the Registrar within 48 hours from the time the examination was written.

Within 48 hours of receiving a submission, the Registrar or designate may direct the Program under which the course is offered to arrange the writing of a special examination in the case of an examination which was missed. Normally, for explanations of sickness, a doctor's certification is required.

COURSE SCHEDULE

Grading System see website www.unbc.ca/calendar/undergraduate/general/regulations.html

Excellent	A+	90%-100%	Satisfactory	C+	67%-69.9%	Failure	F	0%-49.9%
	A	85%-85.9%		C	63%-66.9%			
	A-	80%-84.9%	Marginal	C-	60%-62.9%			
Good	B+	77%-79.9%		D+	57%-59.9%			
	B	73%-76.9%		D	53%-56.9%			
	B-	70%-72.9%		D-	50%-52.9%			

Plagiarism and Academic Misconduct

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

Respect

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.

Ethical Standards

The following behaviors are considered unethical:

- Telling the instructor that you "need" a certain grade
- Asking for extra assignments for the purpose of raising a grade
- Asking that the grade be raised because it is very close to the next higher grade
- Asking that the grade be raised because you did very well on one part of the course or grading scheme
- Asking for a higher grade because you don't like the grading scheme
- Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
- Asking to be treated better than other students by making an exception to the rules
- Asking for any other unfair advantage in grading.

Exams

Please see the calendar regarding the details.

Academic Resource Center

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please feel free to meet with me to review your specific needs or contact Academic Resource Center located in the Teaching and Learning Centre, Room 1048 Tel 250-960-6355 or via email arc@unbc.ca For more information, please visit their website www.unbc.ca/arc

Academic Advising

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: advising@unbc.ca or via phone at 250-960-6494.

Academic Skills Centre

The Academic Skills Centre is committed to supporting and enhancing student learning and to providing the skills students will need to become life-long learners. Through collaborative partnerships, we offer services and resources that empower students to take responsibility for their own learning. Our students' success is our ultimate measure of accomplishment.

This site provides you with access to:

- Free online tutoring
- Downloadable handouts for writing, study skills, math, and presentation skills
- Access to self assessment sites for learning styles, grammar, math, etc.
- Information about face-to-face tutoring and how to book an appointment
- Special programs and workshops offered through the Centre

ASC services are provided in part by your student services fees - so take advantage of these services and programs. Annually over one-third of the UNBC student population benefits from accessing ASC programs. Centre staff work with students who wish to improve their skill set to achieve greater success in their studies.

For more information, please contact the Academic Skills Centre located in the Teaching and Learning Building, Room 10-2584 or via Tel 250-960-6367 Fax 250-960-5425 or via email asc@unbc.ca

Their website is www.unbc.ca/asc