

BUSINESS 1170
E-Commerce

This is an information sheet only, not the course syllabus.

COURSE DESCRIPTION

Overview of resources, knowledge, skills, practices, and techniques necessary to conduct business online. Explores nature and impact of e-commerce on business and business operation, resources required versus available resources, e-management, Customer Relationship Management (CRM), ordering systems, end-to-end marketing, and performance and control systems. (3 credit hours)

COURSE MATERIALS

E-Commerce, Business, Technology, Society, by Kenneth C. Laudon and Carol Guercio Traver, 5th edition, Pearson, 2009.

ISBN-13: 978-0-13-600711-1

ISBN-10: 0-13-600711-2

Student Companion Website at: http://wps.prenhall.com/bp_laudon_ecommerce_5/

COURSE OUTLINE

Unit	Activity
	Introduction
1	Online Discussions 1 - 4 Case Analysis 1 Project 1
2	Online Discussions 1 - 4 Case Analysis 2 Project 2
Units 1 and 2 Online Discussions and Projects 1 and 2 must be completed in order to remain enrolled in the course	
3	Online Discussions 1 - 4 Case Analysis 3 Project 3
4	Online Discussions 1 - 4 Case Analysis 4 Project 4
Project 5 Culminating Activity	

EVALUATION/GRADING

Activity	Points
20 Online Discussions @ 25 points each	500
5 Individual Projects @ 100 points each Project 5 is Culminating Activity	500
Total	1,000

Grade	Points
A	900 - 1,000 points (all course assignments completed)
B	800 - 899 points (all course assignments completed)
C	700 - 799 points (all course assignments completed)
D	600 - 699 points (all course assignments completed)
F	599 and fewer points

SATISFACTORY/FAIL OPTION

The S/F grade option is available to students in this course. Contact the instructor or refer to the syllabus for details and conditions.

INCOMPLETE GRADE POLICY

If you may find that you are unable to complete the course by the end of the semester for some unavoidable reason you may request an Incomplete grade. Contact the instructor or refer to the course syllabus for details.