

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)

REQUIRED AND RECOMMENDED COURSE MATERIALS

Please follow the instructions below to locate information on the textbook and other materials for this course.

1. From [COD home page](#), click on **myACCESS**.
2. Click on **Search for Credit Classes**.
3. From the **Term** drop-down box select the term.
4. Choose your course from the **Subjects** drop-down menu.
5. In the **Course #** field, enter your course number.
6. In the **Section** field, enter the course section number if known.
7. From the **Course Types** drop-down menu select **Internet/Online**.
8. Scroll to the bottom of the page and click on **SUBMIT**.
9. Click on the **Section Name and Title** link.
10. Click on [Click here for prices of required textbook\(s\) and supplies](#) and course material information will be displayed.

Alternatively, you can visit the [COD Bookstore](#) website to find this information.

COURSE OUTLINE

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

EVALUATION/GRADING

Activity	Points
16 Online Discussions @ 25 points each	400
4 Research Papers @ 25 points each	100
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. All work in Units 1 – 4 must be completed in order to qualify for an Incomplete grade. Contact the instructor or refer to the course syllabus for details.