

SOUTHEAST TECHNICAL INSTITUTE

Sioux Falls, SD

COURSE SYLLABUS

Course Title: CIS 207 eBUSINESS
Course Credits: 3 Semester Credits
Text: Turban, King and Lang. "Introduction to Electronic Commerce", 3^d Edition, Prentice Hall, 2011.
Instructor: Walda Benker
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COURSE (CATALOG) DESCRIPTION:

The purpose of this course is to provide students with an understanding of e-business and e-commerce topics that relate to buying and selling over the Internet. Students will learn information related to the following topics: recognizing the characteristics of e-business and the role e-business plays in the global economy, identifying various e-business models, developing new e-business ideas, creating a business plan, marketing an e-business and its products or services, understanding financial reports, developing an e-business Web site, and securing an e-business's assets from various internal and external threats. Students will have an opportunity to apply their knowledge through hands-on exercises and case project assignments. Communicating ideas and facts to others and team work are emphasized in the exercises and assignments.

TASK COMPETENCY LIST:

As a result of completing this course, you will be able to:

- Understand the e-business entrepreneurial process.
- Develop the elements of an e-business plan
- Understand startup challenges, such as identifying legal issues, selecting appropriate e-business technology.
- Select effective tools for branding and marketing an e-business and its products or services.
- Be well versed in Web site accessibility, usability, and design.
- Understand e-business risk management and security
- Understand the global e-business economy and e-business models.

COURSE CONTRIBUTIONS:

The success of your education will depend upon your involvement in the process. Your attendance, preparation and participation in class will help you master the list of objectives required for the successful completion of this class. If you miss class, it is your responsibility to see the instructor to get the assignments expected of you. The student is expected to contact the instructor if difficulty is encountered or extra help is needed

The instructor in this course will act with integrity and strive to engage in equitable verbal and nonverbal behavior with respect to differences arising from age, gender, race, handicapping conditions and religion. If you have special needs as addressed by the Americans with Disabilities Act and need course materials in alternative formats, notify your instructor immediately. Reasonable efforts will be made to accommodate your special needs.

Violations of safety to others and/or violation of safe operating practices of equipment may result in the reduction or loss of your daily grade; removal from class; and/or disciplinary action.

Computer/Cell Phone Policy: Computers are learning tools, not toys. Please refrain from abusing

laptop privileges through engaging in personal communication (such as instant messaging and emails) or entertainment/surfing the Web while in class. Also, no cell phones on, including text messaging during class except for approval by professor for extreme emergencies. This type of usage is a barrier to your learning and is very distracting to you, me, and your fellow students. You are not able to participate, learn, and contribute to class if you are otherwise engaged. Computer privileges can be abolished for repeat offenders of this policy.

METHODS OF INSTRUCTION:

Methods of instruction include lecture, open discussion, and exploration of Small Business Entrepreneurship through guest speakers, interviews, videos, assignments, and exams. The bulk of the students' grade will be based on the successful completion of a realistic Business Plan. Completion of this Plan will allow students to work through the steps necessary to launch a successful small business.

The student is expected to contact the instructor immediately if difficulty is encountered or extra help is needed.

GRADING PROCEDURES:

Grades will be based on the accumulation of earned points. Classroom attendance is important and your grade may be affected if absenteeism is excessive.

*Late Assignments -- Late work will be accepted at the **instructor's discretion**. It is conceivable that some of the daily work and in-class exercises/activities will not be allowed a make-up option. Missed quizzes may NOT be made up. One make-up exam will be allowed for this class and will have an automatic **10% deduction**. Arrangements must be made with the Professor to schedule the make-up time by appointment.

Following is a guide for points to be earned in the class. It may be altered at the instructor's discretion.

Exams – 6 at 50 points	300 points
Interview Assignment	25 points
In-class exercises – 10 at 10 points	100 points
Assignments – 10 at 10 points	100 points
Final Project – Business Plan and Presentation	150 points
Website development	<u>150 points</u>
	825 points

The following letter grades will be issued based on the accumulation of earned points:

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
59% & Below	F

ATTENDANCE:

Grades will be based on the accumulation of earned points. Classroom attendance is important and your grade may be affected if absenteeism is excessive. Please notify the Professor before the planned absence via email or phone to get your assignments for that class.

CHEATING:

The instructors at Southeast Technical Institute have a “zero-tolerance” policy relating to cheating. Anyone caught cheating in any way, shape, or form, will have their exam/quiz/assignment pulled and

will automatically receive a zero (-0-) and face possible expulsion. Cheating includes but is not limited to plagiarism, copying fellow or past student work, and using the answer keys.

COURSE OUTLINE:

IMPORTANT: *This syllabus is a guide and is subject to change at the discretion of the professor.*

Chapter 1 – Overview of Electronic Commerce
Chapter 2 – E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce
Chapter 3 – Retailing in Electronic Commerce: Products and Services
Chapter 4 – Online Consumer Behavior, Market Research, and Advertisement
Chapter 5 – B2B E-Commerce
Chapter 6 – Innovative EC Systems: From E-Government to E-Learning
Chapter 7 – The Web 2.0 Environment and Social Networks
Chapter 8 – Mobile Computing and Commerce
Chapter 9 – E-Commerce Security and Fraud Protection
Chapter 10 – Electronic Commerce Payment Systems
Chapter 11 – EC Strategy and Implementation
Chapter 12 – Launching a Successful Online Business and EC Projects
Online Tutorial – E-Business Plan

Student Learning Outcomes

Student success is important to STI faculty, and all faculty are involved in assessing student learning. Upon completion of an Associate in Applied Science degree, Southeast graduates will have competence in the following four broad student outcomes:

1. Science & Technology: Technical competence including knowledge of technology and/or scientific principles as these apply to programs.
2. Problem Solving & Critical Thinking: The ability to select and use various approaches to solve a wide variety of problems – scientific, mathematical, social and personal. Graduates will also be able to evaluate information from a variety of perspectives, analyze data and make appropriate judgments.
3. Communication: The ability to communicate effectively in several forms – oral, written, nonverbal and interpersonal. Graduates will also demonstrate knowledge of how to manage and access information.
4. Professionalism: Strong work ethic, including responsible attendance; skill in teamwork and collaboration, as well as an ability to work with others, respecting diversity; ability to adapt to change; commitment to lifelong learning; adherence to professional standards; and positive self-esteem and integrity.