



# Business Administration

Course Number:	<b>BUAD 335</b>
Course Title:	<b>ELECTRONIC COMMERCE</b>
Credits:	3
Calendar Description:	This course focuses on the recent growth of buying and selling goods and services over the Internet. It will examine Internet technology relevant to areas of existing marketing knowledge. A framework for understanding internet marketing and associated business models, online marketing possibilities, and implementation issues are covered. <i>(also offered by Distance Education)</i>
Semester and Year:	<b>Winter 2015</b>
Prerequisite(s):	BUAD 128 or COSC 119, and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective – BBA, Marketing option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Development Date:	November 2012
Revision Date:	November 2013
Chair's Approval:	

**Professors**

Name	Phone number	Office	Email
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**Learning Outcomes**

Upon completion of this course, students will be able to:

- Describe the current realities and future potential for electronic commerce.
- Describe the key business strategies and business models for electronic commerce.
- Identify the legal, ethical, and technical requirements for implementing a transaction-based electronic commerce website.
- Prepare and present an electronic commerce website development plan.
- Demonstrate the proficient use of professional website development tool(s).
- Create a basic website prototype utilizing key technical aspects of an electronic commerce marketing plan.

**Course Objectives**

This course will cover the following content including:

- *Please refer to the course schedule and Moodle for weekly topics and course objectives.*

**Evaluation Procedure**

Term Project and Presentation	30%
Assignments and Class Participation	15%
Mid-term Exam	20%
Final Exam: - Dreamweaver® Hands-On (15%) - Lecture Content (20%)	35%
Total	100%

**Notes***Dreamweaver In-Class Labs*

Most of the Dreamweaver lab units are worth 1% of your final grade and will be completed and graded in class. If a student misses a lab or cannot finish the unit, the assigned lab work will be accepted for grading in the following week's class, but no later, with a 50% penalty.

*Other In-Class Quizzes and Activities:*

There are no "make-ups" for missed in-class exercises and/or quizzes.

*Term Project:*

Unless there is both a valid reason and prior approval from your instructor, late submission for the term project (other than the presentation, which must be attended when scheduled) will be penalized as follows:

- Submissions turned in late on the due date will lose 20% immediately.
- Submissions then lose an additional 20% per day (24-hour period from due date/time).

**Required Texts/Resources**

Sherry Bishop, Adobe® Dreamweaver® CS6 Illustrated, 1st Ed., Course Technology, 2013.  
- ISBN: 9781133526025

Gary Schneider, Electronic Commerce, 11th Ed., Course Technology, 2015  
- ISBN: 9781285425436

*(Note: You may also use the 10<sup>th</sup> Ed. 2013 version of this text, which may be available used.)*

**Software:**

Adobe Dreamweaver® CS6– This software will be installed in labs. A trial version of the latest version of the Dreamweaver® software may be available from <http://www.adobe.com>. However, trial versions are typically limited to 30 days. You will also require access to the Internet.

Course Schedule

Date		Topic	Textbook
<b>Week of:</b>		Mon. Jan 5 Classes begin Family Day Feb 9 & Feb 10 to 13 Reading Break – no classes Good Fri. Apr 3 & Easter Mon. Apr 6 – no classes Tues. Apr 14 Last day of regularly scheduled classes	
Jan	5	Introduction to Electronic Commerce <i>Lab: Technology Overview</i>	Ch 1
	12	Technology Infrastructure <i>Lab: Dreamweaver® Units A,B</i>	Ch 2
	19	Selling on the Web <i>Lab: Dreamweaver® Unit C</i>	Ch 3
	26	Marketing on the Web <i>Lab: Dreamweaver® Unit D</i>	Ch 4
Feb	2	B-to-B Activities <i>Lab: Dreamweaver® Unit E</i>	Ch 5
	<b>9 - 13</b>	<b>READING BREAK</b> (Feb 9 to 13 – no classes)	
	16	Social Networking, Mobile Commerce, & Online Auctions <i>Lab: Dreamweaver® Unit F</i>	Ch 6
	23	<b>Mid-term Exam</b> <i>Lab: Dreamweaver® Unit G</i>	
Mar	2	Planning for Electronic Commerce <i>Lab: Dreamweaver® Unit H</i>	Ch 12
	9	The Environment of Electronic Commerce <i>Lab: Dreamweaver® Unit I</i>	Ch 7
	16	Web Server Hardware & Software (8) Electronic Commerce Software (9) <i>Lab: Dreamweaver® Unit J</i>	Ch 8 & 9
	23	Electronic Commerce Security <i>Lab: Group Project</i>	Ch 10
	30	Payment Systems for Electronic Commerce <i>Lab: Group Project</i>	Ch 11
Apr	6	Easter Monday (no classes on Monday) <b>Project Presentations</b>	
	13	<i>Lab: Final Exam Review</i>	
	17 - 25	Final Exam Period	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.