

Course Number: BA 2800

Course Title: E-Commerce

Course Description:

This course will provide information about the transactions of goods and services using the World Wide Web. Topics will include product marketing, electronic orders and payments, order fulfillment, and customer service. Legal, privacy, and security issues and ecommerce trends will also be examined. 3 credits. (3 plus 0)

Prerequisites: BA 2010 & BA 2500.

Credit hours: 3

Learning Outcomes:

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

1. Explain the importance electronic commerce and the Digital Economy.
2. Identify the components that build customer relationships on-line.
3. Compare and contrast various on-line advertising strategies.
4. Define major electronic commerce applications and the functionality of each application.
5. Discuss the various online payment alternatives.
6. Diagnose the important components of order fulfillment, logistics, and supply chain management.
7. The role of business strategy, security, and ethics in the implementation and support of e-commerce within the business.

INDIANA**TECH**

Indiana Tech
College of Professional Studies
BA 2800 E-Commerce
Online Course Syllabus

Instructor Information

Please see Professor Profile at the Blackboard instructional site.

Course Schedule

Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

Online Course Policies

All of the online courses taken by students are required to follow the policies posted online at <http://online.indianatech.edu/tech-policies/policies/>. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

Textbook

Turban, E., King, D., Lee, J., Lang, T. P., & Turban, D. (2010). *Electronic commerce: A managerial perspective*. Upper Saddle River: Pearson/Prentice Hall.

Recommended Hardware/Software Tools: Microsoft Office Tools (Word, Excel, and PowerPoint); Access to the internet for the class and to assist in research.

Grading Events & Grading Criteria

All assignments must be submitted via Blackboard

GRADING EVENT	POINT
Course Preparation Quiz (1 @ 25 points)	25
Online discussion Questions (1 per week @ 30 points)	150
Weekly Tests (4 total @ 100 points each)	400
Web Evaluations (4 total @ 100 points each)	400
Final Exam (Essay)	200
Total	1175

CLASS PARTICIPATION: Class participation is measured by the number of posts in the discussion question area for each module by the end of the module week. **(Postings in a module after the module ends are encouraged, but are not counted toward your**

participation.) In addition the discussion responses should show your depth of understanding of the subject. Here are the grading criteria for participation.

NUMBER OF POSTS	POINTS EARNED
1	10
2	20
3 or more	30

BLACKBOARD and INDIANA TECH E-MAIL: These tools are the means of communicating in this class. It is expected that within 24 hours after a comment is posted or an email is sent, you have read the information. I will assume this is true and you will be graded accordingly. **NOTE: Your instructor will only communicate with you through the INDIANA TECH e-mail.**

WEB SITE ANALYSIS: Web site analysis must be posted using the special form from Blackboard.

MODULE TEST/CASE ANALYSIS: The completed case analysis must be available by the date due. All case studies must meet the formatting and content requirements listed later in the Syllabus.

WRITTEN ASSIGNMENTS:

1. All written assignments (except the web analysis which requires a special form) must be prepared in **APA format** and submitted as a MS Word compatible document (.doc, .docx, .rtf).. APA format examples and style-pages are available on Blackboard for this class. Grading of work will include 10% for format. **All assignments must be properly posted on Blackboard.**

2. **Cases:** All cases should be professionally prepared, neat, and concise. The assignment presented for grading will use proper sentence structure (bullet point format is acceptable), and paragraph construction. **Basic information that is required for each case includes:**

a. **Identification Information:** Chapter, case title, and book page numbers should be at the beginning of each written case

b. **Summary of the facts of the case:** A few sentences summarizing the basic facts of the case as you see them. This will explain your understanding of the case.

c. **Answer the questions:** Based on your understanding of the case (as defined by you in the summary), answer the questions at the end of the case. List the question number and your response. Answers should reflect your personal knowledge as well as information from the text, outside sources, and web sites. A single word or single sentence answer will be considered inadequate. **The student must significantly justify any answer provided.**

d. **Reference Information:** Include all reference and source information at the end of the paper. Internal citations in APA format are required. Use of the internet for additional research is expected. **Note that all case studies require at least one outside (not text book) reference. Use of the internet (not Wikipedia) and the online Indiana Tech library is encouraged.**

e. **Significant Learning Points:** Identify and explain **3 significant learning points** you discovered from the readings, case study, or class room work from the class to-date.

f. **Details on Case Analysis and the Presentation are posted on Blackboard, Course Documents tab.**

3. **Web Evaluations:** Must use the web evaluation form found on Blackboard. The Form is set up so you can type directly into it from MS Word. (Knowing how to use the technology, i.e. WORD is part of this course.) A completed example is also posted on the Blackboard. The detail requirements for the four web evaluations are noted in the syllabus and have been posted on Blackboard.

Grading Scale

The following grading scale will be used to assign a grade at the end of the course:

Percentage Achieved	Grade	Percentage Achieved	Grade	Percentage Achieved	Grade
93% or above	A	80% or above	B-	70% or above	C-
90% or above	A-	77% or above	C+	60% or above	D
87% or above	B+	73% or above	C	Below 60%	F
83% or above	B				

Late Assignments

All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

Incompletes

If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:

- More than 50% of the course session has elapsed.
- The student has encountered an unexpected situation that is beyond his or her control.
- The student is
 - in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,
 - able to complete all of the remaining coursework within a session (5 weeks for a undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
 - able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades and deadlines are subject to approval by the designated university authority.

Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.

Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor and classmates, is by using the Send Email function within the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it.

Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor send to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably several times a week, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within 24 hours. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within 24 hours. If you don't receive a reply within 24 hours, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to OnlineSupport@IndianaTech.edu with a note "Please help. It's been 24 hours and I have not heard from my instructor" and the University support staff will act on your behalf to contact your course instructor.