



Business Administration

Course Number:	BUAD 335
Course Title:	ELECTRONIC COMMERCE
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:	WINTER 2021
Prerequisite(s):	BUAD 200 and COSC 119 or BUAD 128 and BUAD 200 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

Professors

Pam Nelson <i>Course Captain</i>	Virtual office only	pnelson@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- discuss the current realities and potential for electronic commerce.
- describe the major business strategies for e-commerce including e-commerce business models and transaction-based websites.
- describe the current legal and ethical issues surrounding e-commerce.
- create a basic website prototype utilizing professional website development tools.

Course Objectives

This course will cover the following content:

** Please refer to the Course Schedule and Moodle for weekly topics and course objectives*

2021 Week of:			
		Monday, January 11 First Day of Classes Monday, February 15 STAT Tuesday, February 16 Friday, February 19 Reading Break Friday, April 2 Monday, April 5 - STAT Friday, April 16 Last Day of Regular Classes	
Jan 11	Course Introduction Introduction to Electronic Commerce	Ch 01	
Jan 18	Technology Infrastructure <i>Web Development Lab #1: Building Pages with HTML</i> Individual Assignment: Team Work and Introduction due	Ch 02	
Jan 25	Selling on the Web Term Project Group Formation and Term Project Introduction <i>Web Development Lab #2: Formatting Pages with CSS</i>	Ch 03	
Feb 1	Marketing on the Web B-to-B Activities Team BARS Evaluation Due	Ch 04 & 05	
Feb 8	Entrepreneur and Shopify Guest: Kray Mitchel Term Project Part 1 Due <i>Web Development Lab #3: Domain Names And DNS</i>		
Feb 15	STAT Holiday and Reading Break		
Feb 22	Social Networking, m-Commerce, & Auctions <i>Web Development Lab #4: Content Management Systems (CMS)</i>	Ch 06	
Mar 1	Mid-Term Exam (chapters 1-6 and labs)		
Mar 8	The Environment of Electronic Commerce <i>Web Development Lab #5: Working with WordPress</i>	Ch 07	
Mar 15	Electronic Commerce Web Servers, Hardware, & Software <i>Web Development: Project Work</i>	Ch 08 & 09	
Mar 22	Electronic Commerce Security <i>Web Development: Project Work</i> Term Project Part 2 due	Ch 10	
Mar 29	Payment Systems for Electronic Commerce Individual Assignment: Simulated Sales Activities (Part 3)	Ch 11	
Apr 5	Managing Electronic Commerce Implementations <i>Web Development: Project Work</i>	Ch 12	
Apr 12	Term Project Part 4 due: Project Presentations <i>Final Exam Review</i>		
	Final Exam period April 19 - 28		

** Please see Moodle for assignment due dates and other scheduled activities.

SKILLS ACROSS THE BUSINESS CURRICULUM

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

What is the Disruption of Instructional