

eBusiness

CIS-207 30 O

Summer Term 2023-2024 School Year Section 30 O 3.00 Credits 05/13/2024 to 07/19/2024
Modified 05/12/2024

Course Description

Learn about e-business and e-commerce topics that relate to buying and selling over the Internet. Explore the fundamental concepts of marketing, servicing customers and collaborating with business partners while utilizing the Internet. An overview of accounting principles and business reporting will also be covered. Prerequisite: CSC 105

Outcomes

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

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

Additional Outcomes

Course Materials

E-Commerce 2019: Business, Technology and Society

Author: Carol Guercio Traver, Kenneth C. Laudon

Publisher: Pearson

Edition: 15th edition

Deliverables

Group Project: Overview

Partners will create an e-business, complete with a business plan and a website prototype using Wix.com. The entire project is worth 300 points, with 100 points for the business plan, 100 points for the final presentation of the plan, and 100 points for the website prototype.

Group Project: Part I: Business Plan

For Part I of the project, you will choose an e-business you want to create with your partner and then write a business plan for that e-business. This plan consists of many elements, as shown below:

Course Project Progress Assignment 1

Course Project Progress Assignment 2

Course Project Progress Assignment 3

Course Project Progress Assignment 4

This project requires an extensive time investment. So you should get started right away.

Group Project: Part II: Website

Create a website for the e-business you selected using a tool like Wix.com, which provides templates. Remember, you don't need any coding skills to create this website. Wix.com is template-based, and website creation is easy.

The website must have at least three pages, to include:

A homepage

About us

Product and/or services offered

Group Project: Part III: Presentation

- Multi-media presentation about the e-business using PowerPoint, Google Slides, or Canva.
- It should include multiple elements included in the business plan.
- More requirements will be provided later.

Exams - to be completed individually

Exam 1: Based on chapters 1 and 2

Exam 2: Based on chapters 4, 6, and 7

Exam 3: Based on chapters 9 and 10

Video Cases (to be done individually)

Video case 1.2

Video case 4.2

Video case 6.1

Video case 7.1

Video case 9.1

Video case 10.1

Chapter-Based Assignments (to be done individually)

Syllabus quiz

Chapter 1 project

Chapter 2 activity

✓ Evaluation Procedures and Grading

Criteria

Please note that I may CHANGE or REDUCE some of the assignments/exams but they will not be MORE than the items provided below.

Type	Weight	Topic	Notes
Assignments	.5%	Syllabus Quiz	5 points
Assignments	2.97%	Chapter 1 Project	30 points
Assignments	2.97%	Video Case 1.2	30 points
Assignments	3.96%	Chapter 2 Activity	40 points
Exams	9.9%	Exam 1: Chapter 1 and 2	100 points
Project	3.96%	E-commerce Business Plan Research	40 points
Assignments	3.79%	Video Case 4.2	40 points
Assignments	3%	Video case 6.1	30 points
Project	1.49%	Course Project Progress Assignment 1	15 points
Assignments	6%	Video Case 7.1	60 points
Exams	9.9%	Exam 2: Chapters 4, 6, and 7	100 points
Assignments	5%	Video Case 9.1	50 points

Type	Weight	Topic	Notes
Project	1.49%	Course Project Progress Assignment 2	15 points
Project	1.49%	Course Project Progress Assignment 3	15 points
Assignments	3.85%	Video Case 10.1	40 points
Exams	9.9%	Exam 3: Chapters 9 and 10	100 points
Project	1.49%	Course Project Progress Assignment 4	15 points
Project	9.9%	Business Plan	100 points
Project	9.9%	Presentation	100 points
Project	9.9%	Website	100 points

Breakdown

The grading system used is based upon the accumulation of earned points. The following letter grades will be issued based on the accumulation of earned points:

Grade	Range	Notes
A	89.5 and above	
B	79.5% - 89.49%	
C	69.5% - 79.49%	
D	59.5% - 69.49%	
F	59% and below	

 [Additional Items](#)

 [Course Outline](#)
