

BUS 635 – Strategies in Electronic Commerce

Course Time: Thursdays, 6:00 PM to 10:30 PM

Instructor: Tim O'Brien, M.A.M.

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Course Description

This course examines the impact of information technology on the design, implementation, and ongoing management of an integrated marketing program. Students will evaluate the use of the World Wide Web and related technologies as a marketing channel through competitive analysis, consumer analysis, market segmentation and the product, pricing, distribution and promotion functions. Through examination of the extraordinary potential of this medium and the concerns that must be satisfied, students will learn strategies for establishing a successful presence in the electronic market place.

This course will be instructed in a computer lab with learning through various means including lectures, PowerPoint presentations, case studies, hands on activities, videos, class discussions, websites, and student presentations. This course will NOT include any web coding.

Text and Materials Requirements

- An email account
 - Access to the Internet
 - Word Processor
 - Electronic Commerce – A Managerial Perspective 2006 (4th Edition) by Efraim Turban, et al, ISBN: 0131854615
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General Course Objectives

- Students will learn practical knowledge and understanding of electronic commerce taking place within their organizations and daily lives
- Students will learn and discuss practical knowledge of technology that can be or is used in their organizations or daily lives
- Students will learn skills how to evaluate electronic commerce websites
- Students will demonstrate their understanding of electronic commerce business models
- Students will understand and demonstrate the key role marketing has in successful e-commerce ventures
- Students will understand the importance and strategies for product

distribution and fulfillment

- Students will be more educated consumers
- Students will develop an electronic based business plan including market research, advertising and revenue models, business model selection, website design features, distribution, and online marketing strategies

Grading

The scale below will be used for assigning grades:

Grade	From	To
A+	98	100
A	92	97.99
A-	90	91.99
B+	88	89.99
B	82	87.99
B-	80	81.99
C+	78	79.99
C	72	77.99
C-	70	71.99
D+	68	69.99
D	62	67.99
D-	60	61.99
F	0	59.99

Grade Breakdown

30% Business Plan Project

Students will develop a business plan (approximately 10 pages) for electronic business of their choice. The plan will include market research, advertising and revenue models, SWOT analysis, web design features, distribution and fulfillment, online marketing strategies. Each class period will provided a piece to the overall business plan. Assignments and course journal will also be helpful in completing this project. Class time will also be given to work on this project. More details will be provided in class

15% Business Plan Presentation

15-minute presentation about business plan

25% Assignments/Case Studies

3-5 Assignments/Case Studies will be assigned during the course. These assignments will be brief (approx 1 page). Most assignments will be

conducted during class time.

20% Course Journal

On a weekly basis students will maintain a course journal related to assigned readings, business plan project, lectures, activities, and topics of interest relating to e-commerce. Journals will be a minimum of half a page per class period to receive all points possible. Journals are due the 4th class period and the final class period. Time will be given in class to work on the journal each week. Further details will be provided in class.

10% In Class Activities & Participation

*****All assignments and projects must be created with a word processor and submitted electronically to the instructor's email address (timobrien1@gmail.com) by due date. Late assignments will be assessed a 10% penalty each day they are late (not class days).**

Attendance Policy

Attendance is critical to learning and is required for all classes. If you must be absent due to work, illness, or family emergency please notify me as soon as possible to arrange to make-up the absence.

Doane College Academic Integrity Policy:

The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others' ideas and words without proper citation of sources is plagiarism and will result in a grade of "F" for the course. Furthermore, in accordance with Doane College policy, each act of academic dishonesty will be reported to the Vice President for Academic Affairs and/or the Dean of Graduate Studies.

Tentative Course Schedule

August 16th

Chapters 1 and 2 E-commerce Overview, Business Models, E-Marketplaces

August 23rd

Chapter 10 – E-Auctions

- eBay Buying & Selling Activity
- Essential technology needed for E-Commerce

August 30th

Chapter 3 – Retailing and Creative Thinking Techniques

Chapter 4 – Consumer Behavior, Market Research and Advertisements

- Case Study

September 6th

Chapter 16 – Launching a Successful Online Business and EC Project

- Journal Due

September 13th

TBA

September 20th

TBA

September 27th

TBA

October 4th

Final Project Presentations

*****Prior to class you must read assigned readings.**