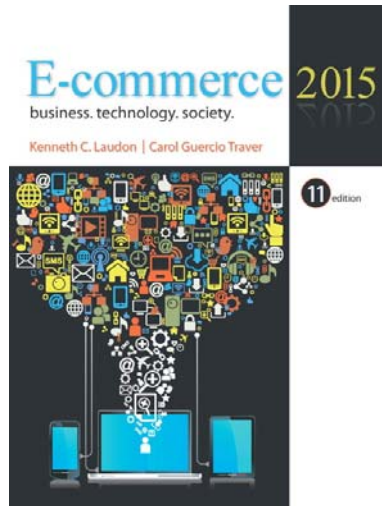


# **CASPER COLLEGE COURSE SYLLABUS**

## **BADM-E-commerce-H1**

**Fall 2015**



Lecture Hours: **2**    Online Hours: **1**    Credit Hours: **3**

Class Time: **11:00 a.m. to 11:50 a.m.**    Days: **Monday and Wednesday**

Room: **BU: #309**

Instructor's Name: **Ginny Garner**

Instructor's Contact Information: **BU #109**

Office Phone: **(307) 268-2600**

Email: [\*\*ggarner@caspercollege.edu\*\*](mailto:ggarner@caspercollege.edu)

[www.facebook.com/CreatingExperienceMakers](https://www.facebook.com/CreatingExperienceMakers)

[www.facebook.com/CasperCollege.HospitalityManagement](https://www.facebook.com/CasperCollege.HospitalityManagement)

(I will respond to emails within 24-hours, Monday-Friday)

Office Hours:

**Monday and Wednesday:** 1:00 p.m.-2:30 p.m.

**Tuesday and Thursday:** 11:00 a.m.-12:30 p.m.

**Friday:** By Appointment

**Course Description:** To prepare for the rapid changes in electronic commerce, students will be exposed to multifaceted business issues such as: the role of independent third-parties, the regulatory environment, risk management, Internet security standards, cryptography and authentication, firewalls, e-commerce payment mechanisms, intelligent agents, and Web-based marketing.

**Prerequisites:** INET 1895

**Institutional Outcomes:**

- Demonstrate effective oral and written communication
- Solve problems using critical thinking and creativity
- Demonstrate knowledge of diverse cultures and historical perspectives
- Appreciate aesthetic and creative activities
- Use appropriate technology and information to conduct research
- Describe the value of personal, civic, and social responsibilities

**Program goals:**

- The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
- Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Marketing that provides the skills and abilities to succeed in the business world upon graduation.
- This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the future of the world's economy.

**Course Goals:** The goal of this course is to give students an understanding of emerging online technologies and trends and their influence on the electronic commerce marketplace. Students will have the knowledge and tools needed to manage online business activities related to ecommerce.

**Course Objectives:** Successful completion of this course will enable students to:

- Use emerging online technologies to market and/or sell products on the web
- Identify emerging trends and understand their influence on the e-marketplace
- Use various revenue models
- Understand legal and ethical issues pertaining to e-commerce
- Manage security and privacy issues such as identity theft protection and preventing online payment fraud
- Understand the role spam and phishing play in organized crime and terrorism
- Plan for electronic commerce

**Methodology:** Three-hour, hybrid course with successful completion of online discussions, assignments, tests, in-class presentation and a capstone paper.

**Evaluation Criteria:** This course is set-up with a possible **1,000 points for the course**. These points will be earned through:

- **Four tests= 400 points (100 points each)**
- **Research Paper & Presentation = 140 points**
- **Chapter Assignments =360 points (30 points/chapter)**
- **In-Class Participation= 100 Points**
  - **1,000 points/course.**

**Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.**

**(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)**

**Tests:** There will be three (4) tests throughout the course. Tests will be given online and will consist of multiple-choice, true/false, and/or short answer questions. Each tests is worth 100 points.

**Research Paper & Presentation:** You will be writing a eight-ten-page research paper and developing a Power Point presentation as a capstone for the course. The paper will be based in research and written in proper APA style. More information will be distributed at a later date.

**Online Assignment:** You will complete chapter case studies/assignments for each chapter online. These assignments will vary in design, scope, and point value with a total of 360 points.

**In-Class Participation:** Attendance is required for a successful grade within the class and attendance will be taken daily. However, 100 participation points will be distributed throughout the semester.

**Moodle:** A Moodle shell will be set-up for the class. You can access your grade download PowerPoint presentations, view assignments and class announcement via Moodle. As a hybrid class most of your case study assignments will be facilitated through Moodle. You will also submit ALL assignments via Moodle.

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**Grading:**

Tests:	400 Points	400 points/Each
Research Paper	100 Points	
Research Presentation	40 Points	
Online Assignments:	360 Points	30 points/Chapter
Participation Points	100 Points	
<b>Total:</b>	<b>1,000 Points</b>	

- Grades will be posted in the grade book section of your Moodle account.
- Grades will not be given over the phone or to anyone other than the student without the proper documentation.
- Your final grade will be based on the percentage points you receive on the tests and discussion assignments.

**90-100= A**

**80- 89= B**

**70- 79= C**

**60- 69=D**

**59- 0= F**

**Required Text, Readings, and Materials:**

*E-commerce 2015: business, technology, society*, 11th edition (2015).  
Laudon and Traver. Pearson.

**Class Policies:** Last Date to Change to Audit Status or to withdraw with a “W” Grade is **November 12, 2015**. No extensions will be given or drop slip signed after this date.

**Student Rights and Responsibilities:** Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

**Chain of Command:** If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

**Academic Dishonesty:** (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

**Official Means of Communication:** Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

**ADA Accommodations Policy:** If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college's Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, [bheuer@caspercollege.edu](mailto:bheuer@caspercollege.edu). The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

## **Class Schedule & Dates to Remember**

***(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)***

### **Module One: Introduction to E-commerce**

**August 24th: Introductions and Class Overview**

**August 26th: Chapter 1**

**August 30th: Online Assignments Due**

**August 31st: Chapter 1**

**September 2nd: Chapter 2**

**September 7th: No Class-Labor Day**

**September 9th: Chapter 2**

**September 13th: Online Assignments Due and Module One Test Due**

### **Module Two: Technology Infrastructure for E-commerce**

**September 14th: Module One Wrap-Up & Chapter 3**

**September 16th: Chapter 3**

**September 20th: Online Assignments Due**

**September 21st: Chapter 4**

**September 23rd: Chapter 4**

**September 27th: Online Assignments Due**

**September 28th: Chapter 5**

**September 30th: Chapter 5**

**October 4th: Online Assignments and Module Two Test are Due**

**October 5th: Module Two Wrap-up**

### **Module Three: Business Concepts and Social Issues**

**October 7th: Writing Center Presentation**

**October 12th: Chapter 6**

**October 14th: Chapter 6**

**October 19th: No Class-Fall Break**

**October 20th: Online Assignments Due**

**October 21st: Study Presentations/Discussion**

**October 26th: Chapter 7**

**October 28th: Chapter 7**

**November 1st: Online Assignments Due**

**November 2nd: Chapter 8**

**November 4th: Chapter 8**

**November 8th: Online Assignments and Module Three Test Due**

**November 9th: Module Three Wrap-up**

**Module Four: E-commerce in Action**

**November 11th: Chapter Nine**

**November 16th: Chapter Nine**

**November 18th: Chapter Ten**

**November 22nd: Online Assignments Due**

**November 23rd: Community Presentation**

**November 25th: No Class-Thanksgiving Break**

**November 30th: Chapter 11**

**December 2nd: Chapter 11**

**December 6th: Online Assignments Due**

**December 7th: Chapter 12**

**December 9th: Chapter 12**

**December 13th: Online Assignments and Module Four Test Due**

**December 16th: Capstone Paper and Presentation Due**

**December 17th @ 8am: Capstone Presentations and Class Wrap-up**

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