



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
BUSINESS ADMINISTRATION DEPARTMENT
MANAGEMENT SYSTEMS TECHNOLOGY
Second Year Diploma Program

BUSA3670 COURSE OUTLINE
Introduction to Electronic Commerce

LEVEL 1

MGTS

Instructor

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Home Page: <http://www.faculty.org/matt/> Most browsers only need: [faculty.org/matt](http://www.faculty.org/matt/)

Prerequisites

BUSA2660 Decision Support

Course Description

Electronic Commerce continues to have a significant impact on many businesses. This course serves as an introduction to the key aspects of e-Commerce such as: Business-to-consumer, Business-to-business, Strategy and Implementation topics. Students will build their e-Business knowledge through a survey of theory as well as the practical hands-on use of software packages used to design e-Commerce Web sites.

Course Goal(s):

- To gain an understanding of electronic commerce.
- To gain an understanding of Microsoft FrontPage.

Evaluation

20% EXAM #1 – Electronic Commerce Theory Ch. 1 – 6
20% EXAM #2 – MS FrontPage 2000 Tutorial 1 – 7
20% FINAL EXAM – Electronic Commerce Theory Ch. 7 – 12
30% Term Project
10% Participation
100% TOTAL

50% or greater must be achieved on examined material in order to receive any Term Project marks.

I.D. Required in Examination Centres

Effective December 2000, in order to write exams, students will be required to produce photo-identification at examination centres. Photo I.D. must be placed on the desk before an exam will be issued to the student. The I.D. must remain in view on the desk while writing the exam, for inspection by invigilators. Students should bring a BCIT OneCard or alternatively two pieces of identification, one of which must be government photo I.D. such as a drivers license. Please see BCIT Policy #5300, Formal Invigilation Procedures.

Texts (Both are required)

- Electronic Commerce A Managerial Perspective by Efraim Turban, Prentice Hall
- Microsoft FrontPage 2000 by Jessica Evans and Roger Hayen, Course Technology

Course materials

Go to the Web page: <http://www.faculty.org/matt/> Most browsers only need: [faculty.org/matt](http://www.faculty.org/matt/)
and click on the button called "Course Materials"

To access the course materials you will need the following:

User Name: _____ Password: _____

Effective Date: September 2000

Week of	Material Covered
Sept. 4	LEC: No lecture - Monday, September 4, 2000 Labour Day Holiday LAB: No labs
Sept. 11	LEC: Introduction LAB: Tutorial 1 MS FrontPage 2000
Sept. 18	LEC: Ch. 1 Foundations of Electronic Commerce LAB: Tutorial 2 MS FrontPage 2000
Sept. 25	LEC: Ch. 2 Retailing in Electronic Commerce LAB: Tutorial 3 MS FrontPage 2000
Oct. 2	LEC: Ch. 3 Internet Consumers and Market Research LAB: Tutorial 4 MS FrontPage 2000
Oct. 9	LEC: Ch. 4 Advertisement in Electronic Commerce LAB: Tutorial 5 MS FrontPage 2000
Oct. 16	LEC: Ch. 5 Electronic Commerce for Service Industries LAB: Tutorial 6 MS FrontPage 2000
Oct. 23	LEC: Ch. 6 Business-to-Business Electronic Commerce LAB: Tutorial 7 MS FrontPage 2000
Oct. 30	LEC: EXAM #1 – Electronic Commerce Theory Ch. 1 – 6 LAB: Term Project
Nov. 6	LEC: EXAM #2 – MS FrontPage 2000 Tutorial 1 - 7 LAB: Term Project
Nov. 13	LEC: Ch. 7 Intranet and Extranet LEC: Ch. 8 Electronic Payment Systems LAB: Term Project
Nov. 20	LEC: Ch. 9 Electronic Commerce Strategy and Implementation LEC: Ch. 10 Public Policy: From Legal Issues to Privacy LAB: Term Project
Nov. 27	LEC: Ch. 11 Infrastructure for Electronic Commerce LEC: Ch. 12 Economics, Global, and Other Issues in Electronic Commerce LAB: Exam preparation
Dec. 4	FINAL EXAM WEEK Dec. 4 - 8 FINAL EXAM – Electronic Commerce Theory Ch. 7 – 12

Term Project

Students will create a complete e-Commerce Web site for a fictitious company. The site will include an on-line product/service catalog. Students will process fictional orders entered by classmates. Real-time credit card approval and transaction processing will be accomplished through a simulated environment. It is my hope that the sites will stay in place for approximately one year, which will give students the opportunity to **use the site as part of an on-line portfolio.**