

Business 74

E-Business to Business

Course Overview and Syllabus Winter 2001

Course Objectives:

This course examines business to business (B2B) functions using the Internet and related technologies. It explores architectural models and characteristics of B2B marketplaces, emerging trends, and consequences for business processes, supply chain management, and the global economy.

Advisory Prerequisites:

- Computer Applications and Office Systems 94 or Computer Information Systems 94
- English Writing 100A and Reading 201 (or Language Arts 200), or English as a Second Language 161-163.

Required Materials:

- **Text:** Turban, Lee, King, and Chung, Electronic Commerce: A Managerial Perspective, Prentice Hall, 2000.
- **Additional readings:** Case studies and news articles will be assigned in class.
- **Test supplies:** Three (8 ½" x 11") QuickScore Answer Forms and several #2 pencils.
- **Lab:** Students of BUS74 can also register for BUS500, which provides you with an account in the Advanced Technology Center so that you may use computers with access to the Internet. There is no student fee for BUS500.
- **Technology:** Students will also need to obtain an email account. Please see the instructor web site for more details on free email services.

Course Requirements:

- **Text Readings and Class Participation:** Assigned readings in the text **must** be completed prior to class. You should prepare some notes on the material to bring with you to class. Students in each session will be selected to describe and/or elaborate on assigned material. If you miss a class, you should check the instructor web site or contact a classmate to prepare for the next class.

- **Attendance:** Since the Internet is dynamic and rapidly expanding, we will need to collaborate in order to conquer it. This is an **active participation** class. Each class will consist of discussions, lecture and group exercises. Since your classmates depend upon your viewpoint in class discussions, you are expected to be present in class on time. Students who miss more than 3 classes will receive an F in the course unless they officially drop the course. *Students are responsible for submitting their own paperwork to drop a course.* Remember you may only drop the class during the first seven weeks! (Tardiness or early departures will count towards absenteeism at a rate of 2 for 1.)
- **Homework Assignments:** Each week you will need to prepare a short (1-2 page) homework assignment to hand in. All homework assignments need to be typed, in a standard font size of 10 to 12. Late homework assignments will not be accepted. If you are going to miss class for any reason, you should ask a friend to turn in your homework, or place it in my faculty mailbox before noon on the due date. At the end of the quarter, if you have turned in all 7 homework assignments, the lowest grade will be dropped from your score.
 - **Internet Exercises:** Most of the homework assignments will involve researching a particular topic or site on the Internet, and answering a series of questions. Your answers should be stated in a professional manner, as if you were doing the research for your manager at work.
 - **Case Studies:** Occasionally, your homework will involve analyzing a case study. A case study is a summary of a real business situation. Case studies are very effective for practicing how you would respond to a real world scenario. Your homework assignment will be to read the case, answer the case questions based on what you have learned, and prepare a one page report summarizing your answers. You may discuss the case with your classmates, but your report must contain your own conclusions.
- **Examinations:** There will be three exams which test your ability to apply the material you have learned. You can expect primarily multiple choice questions on the exams. *If you miss an exam, you must arrange with the instructor to take a (more challenging) make-up exam in the testing center prior to the next class. Once the next class is held, there will be no more make-up opportunities.* The exam schedule is as follows:
 - **Exam 1** (40 points) covers chapters 1, 2, 11, and class discussions. It is scheduled for 2/1 in class.
 - **Exam 2** (40 points) covers chapters 3 (parts 3.4-3.6, 3.8-3.9), 4 (parts 4.2-4.3, 4.7), 5, and 6, and class discussions. It is scheduled for 2/22 in class.
 - **Final Exam** (70 points) covers chapters 7, 8 (parts 8.1- 8.2, 8.5, 8.7- 8.10), 9, 10 (parts 10.1-10.2, 10.4, 10.6-10.7, 10.9), and 12, and class discussions. The final exam is scheduled for Thursday March 22 at 5:40 in our classroom. We will have a mandatory review of the final exam questions during exam week on Thursday March 29 at 6:15 PM in our classroom. (Attendance will be taken.)

Academic Integrity:

Students who submit the work of others as their own or cheat on exams will receive a failing grade in the course and will be reported to college authorities.

Grading Policy:

Your evaluation in this course will be divided as follows:

| <i>Course Requirement</i> | <i>Point Value</i> | <i>Percentage</i> |
|----------------------------------|---------------------------|--------------------------|
| 3 Exams | 150 Points | 37.5% |
| 6 Homework Assignments | 150 Points | 37.5% |
| Class Participation & Attendance | 100 Points | 25% |
| Total | 400 Points | 100% |

Assignment of Grades:

Grades will be assigned to students based on the total points earned in the course.

| <i>If Your Total Points Are</i> | <i>Resulting Grade</i> |
|--|-------------------------------|
| 358 to 400 | A |
| 318 to 357 | B |
| 278 to 317 | C |
| 238 to 277 | D |
| Less than 238, or absence limit exceeded | F |

Syllabus:

| <i>Week Of:</i> | <i>Class Topic</i> |
|------------------------|---|
| 1/11 | Course Overview; Introduction to Electronic Commerce. |
| 1/18 | Infrastructure for Electronic Commerce. |
| 1/25 | Selling on the Net. |
| 2/1 | <i>[Exam 1 in Class.]</i> Building Customer Relationships. |
| 2/8 | Service Industries; Introduction to B2B Hubs. |
| 2/15 | B2B Architectures. |
| 2/22 | <i>[Exam 2 in Class.]</i> Intranets and Extranets. |
| 3/1 | Electronic Commerce Strategy and Implementation. |
| 3/8 | Legal and Financial Issues. |
| 3/15 | Economics and Global Trends. |
| 3/22 | <i>Final Exam.</i> |
| 3/29 at 6:15 PM | Mandatory review of Final Exam Answers. |