

De Anza College SYLLABUS

Business 70 – Principles of E-Business – V3

Principles of E-Business

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Course Duration: 12 weeks

Office (Online Chat) Hours: Mondays, 1:00 PM, PST

Fall: 2017

CRN: 24167

Course: BUS -070.-62Z

Location: Online

Days: Online Flexible

Time: Online Flexible

Description:

The course covers the theory and practice of effectively conducting and managing business over the Internet. Also provides insights into e-business models, strategy, technology, auctions, and marketing. Students are expected to complete computer assignments

Main Learning Outcomes:

- Analyze and evaluate e-commerce business models including Business to Consumers (B2C), Business to Business (B2B), Peer to Peer (P2P), and other important models.
- Compare and contrast e-commerce marketing strategies and tactics.
- Identify the technologies, physical and logical and workflows design components required to implement a successful eCommerce website.

Textbook Required:

Kenneth C. Laudon, *E-Commerce, 9th ed, 2013*, Prentice Hall.

ISBN-10: 0132730359

ISBN-13: 9780132730358

Need help? Meet with tutors and attend workshops in the Student Success Center:

<http://www.deanza.edu/studentsuccess>.

Other Resources:

- The class is online using the Canvas Learning Management System. You can access the Canvas class site from the De Anza MyPortal or directly using the following link: <https://deanza.instructure.com>
- You will need a computer in order to access the Canvas classroom site and to complete assignments.
- I advise you to have a current browser ([Chrome](#) is recommended for use with Canvas) and to ensure that [Flash](#) and [Java](#) are installed on your computer (and enabled by your browser).). If you use Firefox, you need to add the “*Simple YouTube MP3/MP4 Converter*” plug in to play MP3/MP4 movies. Use this Link: <https://addons.mozilla.org/en-US/firefox/tag/mp4>, try some of the add-ons to check if the Canvas videos do not work.
- The class requires Internet Access using a computer such as a PC, MAC, tablet, or a Laptop with a web browser such as Firefox or Chrome. The online class material is in Adobe PDF files. You will also need to provide your assignment papers in one of the following: Microsoft Word formats, docx, or .doc. You

can also use the most common RTF file format. Most popular word processing applications support the “Save As” feature and selecting the type of file format to use and they include these file formats

- The information files used in the class are in Acrobat PDF files. You need the free [Acrobat Reader](#) to view the class PDF files. You can download and install Adobe Acrobat from this site:

<https://get.adobe.com/reader/>

If you have a virus protection and firewall installed on your computer make sure you uncheck the additional installation options before you proceed to install the reader. The options are a bit difficult to see as they want you to install these unnecessary programs.

- If you are using a tablet or phone at times to access Canvas, you will need an app that can take screenshots (.jpg or .png files), and review assorted file types (.pdf, .doc, .docx, .ppt, .pptx). If you are using Microsoft Windows OS in your PC, you can use the Snipping tool application. It is very easy to use and you can take snapshots of what you see in your screen and paste it in your document.
- You will also need a **personal email address** in order to receive important course announcements. As soon as the course starts, you should receive an email welcome message from the instructor. If that does not occur, you may need to decrease the security on your email or empty your email account (if it is full). These proactive measures will ensure that you receive all important reminders from your instructor. If you don't have an email address, you may obtain a free one by following the instructions on my web site under [Tools, Tips and Resources](#).
- **OfficeLibre:** If you don't have Microsoft Office, you can download and install [OfficeLibre](#) which is a free Suite of software to create and edit MS Word and Power Point files. Download site: <https://www.libreoffice.org/download/libreoffice-fresh/>
- Google Documents tools can also save files and presentation in the Microsoft Word and PowerPoint file formats.

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Class Grading Activities:

<u>Activity</u>	<u>Points</u>
Quizzes	100
Class Project Assignment	100
Four Midterm Exams	200
Final Exam	100
Online-Class Attendance/& Participation	100
Total Points	600

Activity	Points	%
Exams 1-4	200	33%
Quizzes (10)	100 (10 Points)	17%
Exams/Quizzes	300	50%
Final Exam	100	17%
Class Project	100	17%
Attendance & Participation	100	16%
Class Total	600	100%

Class Projects The class projects are defined in a separate document you can access from the online class main page.

Criteria for all assignments: Assignments will be evaluated based on the objectives of the exercise, as well as precision, clarity and completeness. The format for each assignment will depend on the content of the subject and the specifics of the lesson. The details for each assignment will be discussed in class.

Homework: assignments should be posted and uploaded in the designated thread on the due date. You can upload assignments past the due date; however, there will be a penalty of 2 points per day with a maximum of 10 points penalty.

Note: Due dates for all uploading assignments will be announced in class.

Group Project and Final: will include a combination of materials discussed in class, reading materials,

All assignments and project papers should be **APA formatted with cover page**, conclusion, and references pages. It should be posted in **Microsoft Word .docx file format or in RTF format**. Please, **do not upload the assignments in PDF or any other file format** as I have to write in your paper to correct any mistakes and to provide feedback. Assignments turned in PDF format will not be graded and will receive 0 points.

Class Participation and Attendance: You are expected to participate by answering the weekly discussion questions and commenting on other student's answers. Each week a discussion questions forum is available in the canvas module for the week. You will find two discussion questions from a textbook case. Answering the discussion questions counts and you earn 3 points for each discussion question answer. You earn an additional 4 points for Replying to other student's posts as participation points. If you post a participation Reply post you earn 2 points, if you post two additional posts you earn 4 points for a total of 10 points, each week. A substantive Discussion Question answer should have a minimum of 200 words while a discussion post (reply post to other student's post) should have a minimum of 100 words. Remember that your Discussion Question Answer posting **do not count for participation**. Your additional three replies minimum, to other student's DQ answers, do count. When you answer the weekly discussion questions you meet the class attendance for the week. Students that fail to post the DQ answers for two weeks in a row, 14 days, will be dropped from the class.

I want to also explain that substantive posts are those that contribute to the discussion threads with ideas and added content substance. Replies such as: "I agree; this is cool; you are right; I vote for that;" and any other similar colloquialism do not count for participation, answers like this will be deleted each week. Notice that together, attendance and participation counts 100 points.

Quizzes and Exams: Quizzes and exams are timed bound. You have 30 minutes to complete a quiz and 90 minutes to complete a test. Both, quizzes and tests include true/false, and multiple choice questions. There is 2 extra credit quizzes. In addition, in week 12 the quizzes and exams are reopened so that you can make up quizzes/exams with bad grades or those you could not take before. You have only one chance to make up the quiz or exam. When you take a quiz or exam online, you have to complete it on the allotted time, you cannot stop and try to resume later. In addition, do not click on the Submit button as that will end your attempt. You click on the submit button when you have completed the quiz or exam. In addition, you cannot go over the allotted time.

GRADING STANDARDS

A = An excellent paper. It offers an effective solution to the problem based on good audience analysis; it fulfills minor as well as major purposes. Its overall pattern of organization is appropriate; the internal organization of ideas is effective; transitions are smooth. Reader benefits and logic are well developed. The message is well written, interesting, and easy to read. It may show originality in visual impact, reader benefits, details, or word choice.

B = A good paper. It offers an effective solution to the problem. Both the overall pattern of organization and the internal organization are good. Reader benefits and logic are developed adequately. The writing style is clear, concise, and friendly. It may have a few minor mechanical errors or some awkward spots, but basically it is well written and has good visual impact.

C = A satisfactory paper. It offers a solution which is acceptable; it uses an acceptable pattern of organization; the writing follows the conventions of Standard English and the principles of business writing. There may be minor errors in style, tone, internal organization, or mechanics; reader benefits or logic may not be developed fully.

D = A satisfactory (“C”) paper with a major flaw in one of the following: the solution, organization, tone, or writing style. **OR** A paper which shows some evidence of attempting to solve the problem, but which has many minor errors in organization, development, word choice, style, tone, and mechanics. None of these alone would necessarily doom the paper; however, together they make the paper unsatisfactory.

F = A poor paper with major flaws in one of the following: the solution, organization, tone, or writing style. **OR** A paper that violates the facts explicitly given in the problem, **or** a paper that is marred by an unacceptable number of errors in organization, development, word choice, style, tone, and mechanics. Minor errors in format (for example, not initialing a memo or signing a letter) lower the paper grade one-third letter. Major errors (for example, using a letter when a memo is needed) will lower the grade one full letter.

Grading Scale:

Grade Scale Based on 600 Points	Letter grade	Point Scale	
99% or above	A+	594	600+
92%	A	552	593
90%	A-	540	551
88%	B+	528	539
82%	B	492	527
80%	B-	480	491
78%	C+	468	479
70%	C	420	467
67%	D+	402	419
58%	D	348	401
55%	D-	330	347
Below 55%	F	0	104

Course Modality:

The Bus 70 class is an online class; there is no ground class to attend. You need to access the class via the Canvas system. You can access Canvas from the MyPortal using your universal login. You can also access canvas in your browser using <https://deanza.instructure.com> link.

Special warning about failing to drop the class on a timely basis:

In the first week of class, the instructor will drop students who have not logged on or missed to answer the two Discussion Questions for week one. At the end of the third week weeks of the class students that failed to attend the class as stated explained above will also be dropped. Students can drop themselves from the class during the first 8 weeks of the quarter. In addition, students that fail to attend the class for 14 consecutive days in a row will be dropped from the class as well.

Recommendations Summary:

1. Read this course syllabus completely and make sure you understand it. Participate in the class discussion forums each week. Attendance and participation are measured by participating in the class discussion forums.
2. Attendance and participation is defined as substantive answers, to discussions questions, a student post each week in the Discussion Questions (DQs) forums.

3. Students that fail in the first week of the class to attend or participate, and have not informed the Instructor via email explaining their absence, will be dropped from the class for no show.
4. Students that fail to attend (no DQ answers) and participate in the class discussion forum in the following two weeks of the course will also be dropped by the end of the third week of the class.
5. Students that fail to attend/participate in the online class for 10 consecutive days will be dropped as well.

Weekly Questions and Chat Requests:

Chat sessions are provided in lieu of office hours. Office hours will be held as specified above. A Weekly Questions forum is also open each week for students to post any questions they may have during the week. You can also request a chat session and we will setup a day and time best for you. Hence, if you have any questions during a class week, use the weekly “Questions??” forum to post any other questions you may have during the day. Try not to use email and use the Questions?? Activity link instead. In this manner other students can benefit from your questions and the answer.

Academic Integrity Policy:

Students who cheat on an exam or a quiz, or help another person cheat on an exam or online quiz will be reported to Academic Affairs and the Dean of Instruction of De Anza College. The student will automatically receive an F for the Exam or Quiz grade.

De Anza College takes integrity violations seriously. Please, review De Anza Academic Integrity Code in this link:

<http://www.deanza.edu/studenthandbook/academic-integrity.html>

INTRODUCTION TO eCommerce

Course Schedule

Course calendar (with weekly reading assignments and activities):

<i>Date</i>	<i>Activity</i>
Week 1	
9/25	Read chapter 1
Week 2	
10/2	Read chapter 2 Chapter 1 Quiz – Online
Week 3	
10/9	Read chapter 3 Chapter 2 Quiz – Online
Week 4	
10/16	Read chapter 4 Chapter 3 Quiz – Online Exam 1 Chapters 1, 2, 3 - Online
Week 5	
10/23	Read chapter 5 Chapter 4 Quiz – Online
Week 6	
10/30	Read chapter 6 Chapter 5 Quiz - Online Class Project Part I Deliverables (Not Graded, earns 10 points) Exam 2 Chapters 4, 5 – Online

Week 7	
11/6	Read chapter 7 Read chapter 8 ½ Chapter 6 Quiz – Online
Week 8	
11/13	Read chapter 8 ½ Read Chapter 9 Chapter 7 & 8 Quizzes – Online Exam 3 Chapters 6, & 7 - Online
Week 9	
11/20	Read chapter 10 9 Quiz – Online
Week 10	
11/27	Read chapter 11 Chapter 10 Quiz - Online Class Project Part II deliverables Exam 4 Chapters 8, 9, and 10 – Online
Week 11	
12/4	Read chapter 12 Chapter 11 & 12 Extra Credit Quizzes – Online
Week 12	
Final Exam	
12/11	Final Exam – Comprehensive – Online Opens on Monday, June 26 and closes on Thursday, June 27 at 11:59 PM

It is your responsibility to drop the class after the 3 weeks class census. After the end of week three I will remove all students that did not show up for the class and those students that have had more than 5 absents, or failed to participate in the class discussions. Hence, the online-class discussions count as your attendance and not participating during the week constitutes a two days absence. After the census you are responsible to drop the class.

Special Note: The professor reserves the right to modify, change, or waive any part of the syllabus or the evaluation criteria for this course. He will give prior notification when modifications, changes, or waivers are in order.

Support:

Help with Concepts	Email me Mondays through Fridays or stop by office hours. (24 hour turnaround is typical except over the weekend.)
Disabled Students	All of the video materials in this multimedia course have close captioning or written transcripts available. If you need a different type of accommodation, please let your instructor know at the start of the quarter. De Anza offers many support services to assist students with their needs. If you have a disability-related need for reasonable academic accommodations or services in this course, you must provide me with documented approval from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days' notice of the need for accommodations. Students with disabilities can obtain approval from their DSS counselor (864-8753 DSS main number) or EDC advisor (864-8839 EDC main number).
Online Learning Center	Home Page: http://www.deanza.edu/online-ed/ Phone: (408) 864-8969. Hours of operation are posted on the page under the link "About Us."

Important Dates:

Fall 2017

- Classes **start** Sept. 25
- Classes **end** Dec. 15
- Final **exams** [Dec. 11-15](#)
- Applications **open** [April 1](#)
- View **class schedule** [July 1](#)
- [See fall dates/deadlines](#)