

COURSE OUTLINE		
TERM: Spring 2019	COURSE NO: BMKT 315	
INSTRUCTOR:	COURSE TITLE: E-BUSINESS ANALYSIS & ADMINISTRATION	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

BADM 201; OR 6 NABU credits and CMNS 305

CALENDAR DESCRIPTION

This course develops advanced analytical skills necessary to evaluate and implement online strategic options. These include valuation of opportunities such as start-up investment, acquisition, partnerships, or online/offline synergies, and implement issues such as fulfillment, information technology management, and customer service.

COURSE NOTE

Credit will only be granted for one of EBM 315 or BMKT 315.

REQUIRED TEXTS AND/OR RESOURCES

Gallauger, J. *Information Systems: A Manager's Guide to Harnessing Technology*, (2017) v.6, FlatWorldKnowledge.com, (Study Pass is fine) <https://students.flatworldknowledge.com/course/2579281>

Teams will also need to purchase cPanel shared web hosting for three months at approximately from cacloud.com (regular cPanel, not cPanel Pro and use discount code "cacloudzen").

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Create a simple HTML page
- Create a product or service based, e-commerce enabled website appropriate for a small business with third party applications integrated such as PayPal, Amazon affiliate program, and Google AdSense

- Deliver an oral presentation for an e-business to sell your idea
- Write a venture proposal for an e-business venture
- Demonstrate the interrelationship and importance of the operational side of e-business: customer service, fulfillment, e-business systems, networking, and security; alongside the marketing dimension of e-business. This will be demonstrated by the development of a well-integrated business plan for an e-business venture
- Analyze and understand the impact of the Internet on a variety of business types and sectors and how businesses are using the Internet, Intranets, and Extranets
- Focus on a practical analysis of individual e-business cases so as to identify real-life decision-making processes and activities
- Make recommendations regarding investment in e-business, whether it is a start-up, an acquisition or alliance
- Understand the models of competitive commercially viable e-businesses and explain the advantages and disadvantages of the different types of business models
- Describe the evolution of e-business and e-commerce, identify the most compelling reasons for their use today and forecast some of the likely technology and business trends to take place into the future within the e-business and e-commerce sectors
- Describe the most likely information technology components required given a business scenario
- Identify the key features of enterprise systems and describe how these systems fit with e-business strategy
- Describe the process and components of supply chain management (SCM) and order-fulfillment / delivery issues related to SCM
- Describe the process of customer relationship management (CRM) and explain its relevance to e-business
- Explain the types of technologies used in business intelligence systems
- Combine online and offline marketing investment choices for an optimum combination
- Explain how marketing-oriented metrics can help an e-business plan its marketing efforts
- Management of customer service within an e-business environment
- Select the optimal approach to billing and payment processing given a business scenario
- Describe the types of online research tools that an e-business may use and how they can be used to understand user behaviour
- Understand how e-commerce can be an opportunity for small business and explain how small business can establish an e-commerce presence
- Learn team building skills necessary to build a management team for an e-business
- Attend an e-business networking event and meet with e-business professionals (VEF forum event)
- Describe the typical career paths for an e-business professional and the typical salary levels for different types of e-business and e-commerce jobs in Canada and internationally
- Address macro legal, taxation, privacy and ethical issues of formulating business strategy and operating online

- Attend an e-business networking event and learn about how e-business is impacting the global community
- Describe how e-business and e-commerce can be leveraged to help not-for-profit organizations meet their organizational goals

COURSE CONTENT

Week	Topics
1	Theme: Getting started Textbook purchase, review course outline, bio paragraph Theme: Introduction, e-Business defined Getting to know you, form teams, e-business overview / local tech sector / venture idea development, initial elevator pitches (positioning statement, HBR tool), team charter drafts.
2	Theme: Strategy, business models, cloud Readings: FWK - Chapter 1: Setting the Stage: Technology and the Modern Enterprise; Chapter 2: Strategy and Technology: Concepts and Frameworks for Understanding What Separates Winners from Losers; Chapter 14: Software in Flux: Open Source, Cloud, Virtualized and App-driven Shifts Other Topics: Project overview, individual vs. team choice, Team charter drafts, Business models and strategy, business canvas
3	Theme: Internet tools and technology, cloud computing, web development, disruption Readings: FWK - Chapter 5: Moore's Law: Fast, Cheap Computing, Disruptive Innovation and What it Means for the Manager; Chapter 16: A Manager's Guide to the Internet and Telecommunications; Other Topics: Financing a start-up venture / financial models, Excel "what-if decision making models
4	Theme: Mobile, social and the sharing Economy Readings: FWK – Chapter 9: Social Media, Peer Production, and Web 2.0;; Chapter 10: The Sharing Economy, Collaborative Consumption, and Creating More Efficient Markets through Technology
5	Theme: Data and competitive advantage Readings: FWK – Chapter 15: The Data Asset: Databases, Business Intelligence, Analytics, Big Data and Competitive Advantage; Chapter 13: Understanding Software: A Primer for Managers
6	Theme: Strategic considerations for e-business Readings: FWK - Chapter 6 - Disruptive Technologies: Understanding the Giant Killers and Tactics for Avoiding Extinction; Chapter 8 : Understanding Network Effects: Strategies for Competing in a Platform-Centric, Winner-Take-All World

7	<p>Theme: AR and VR Event at the Pipe Shop, North Vancouver from 6:30 to 8:30 pm. You can use this for your Tech Event review project (or you can use a different event for that assignment). Note: We will have two online sessions this week instead of one F2F and one online. Theme: E-business case studies Readings: FWK – Chapter 4: Netflix in Two Acts. The Making of an E-commerce Giant and the Uncertain Future of Atoms to Bits; Chapter 3: Zara: Fast Fashion from Savvy Systems</p>
8	<p>Theme: Internet of Things & the Maker Movement Note: We will be meeting at Zen Maker Lab at 276 East 1st Street in North Vancouver instead of our usual location. We will work on a project to build a LED nightlight. There will be a brief presentation about IOT and the maker movement. Theme: Wearable tech Readings: FWK – Chapter 12: Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion</p>
9	Midterm – Worth 25%
10	<p>Grizzly Den – Fall 2017 Instead of our usual class, the class will be participating in the Grizzly Den elevator pitch contest held at Zen Maker Lab at 276 East 1st Street in North Vancouver as part of Global Entrepreneurship Week. The top teams from BMKT 315 will pitch against teams from other schools across the Lower Mainland.</p>
11	<p>Theme: e-Business case study Readings: Chapter 7: Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud Theme: Security Readings: FWK – Chapter 17: Information Security: Barbarians at the Gateway (and Just About Everywhere Else)</p>
12	<p>Theme: e-Business case study Readings: Chapter 18: Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity Theme: e-Business case study Readings: Chapter 11: Facebook: A Billion-plus users, the High-Stakes Move to Mobile, and Big Business from the Social Graph Other Topics: e-Business Show and Tell</p>
13	Digital Portfolio Show and Tell, course debrief
14-15	Final Exam Period (There is no final exam for this course.)

**Schedules/Dates: Schedules shown here may change and the exact dates and times for the exams and the quizzes will be announced in class and/or on the course website.*

EVALUATION PROFILE

Assessment	% of Final Grade
Part 1 e-business venture proposal (1 page), business model canvas (1 page), preliminary financial model spreadsheet, and IT architecture list/diagram	10%
e-business venture video elevator pitch (100 seconds)	5%
e-business venture pitch – in person (100 seconds)	10%
e-business venture project web application prototype	15%
Portfolio Plan e-portfolio canvas completion and initial portfolio set up on https://eportfolios.capilanou.ca/	5%
Video Pitch Personal “elevator pitch” video with a focus on your tech skills (60 seconds)	5%
Microbit Coding & Exercise Review Post Microbit coding and reflection posted on your digital portfolio	5%
LED nightlight Picture of your LED nightlight and reflection posted on your digital portfolio	5%
Tech Event Attendance & Review E-business/Tech event attendance and reflection/review posted on your digital portfolio	5%
Digital Portfolio Overall Development of a digital portfolio showcasing your background, interests and exemplar work. At least four project showcase postings and three reflective blog postings in addition to the previous content.	10%
Midterm (primarily based on the textbook readings)	25%
Total	100%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy](#) and [B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.