CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2023	**COURSE NO: BMKT 315**	
INSTRUCTOR:	**COURSE TITLE: e-Business Analysis and Administration**	
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):**	**CREDITS: 3**
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil̓wat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (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. May be delivered in mixed mode or online format.

COURSE PREREQUISITES
45 credits of 100-level or higher coursework

CALENDAR DESCRIPTION
The 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 implementation issues, such as fulfillment, information technology management, and customer service. The course theory will be complemented with practical projects to demonstrate understanding of e-business and technology principles – the planning of an e-business venture and implementation of a prototype Web application; and the development of a personalized, digital portfolio.

REQUIRED TEXTS AND/OR RESOURCES

Gallaugher, J. Information Systems: A Manager's Guide to Harnessing Technology, (2021) v.9, FlatWorldKnowledge.com, ISBN (digital): 978-1-4533-3803-2 (Or similar)
https://students.flatworldknowledge.com/course/2595370

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:
1. 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
2. Develop an integrated business plan demonstrating the interrelationship and importance of the operational side of e-business (i.e. customer service, fulfillment, e-business systems, networking, and security) alongside the marketing dimension of e-business.
3. Write a venture proposal and deliver a persuasive oral presentation to pitch their e-business ideas.
4. Evaluate the e-business proposals and presentations of peers and provide constructive feedback for improvement based up on the models of competitive e-business and other concepts covered in the course.

COURSE CONTENT

- Overview of e-business (1 week)
- Venture idea development and elevator pitches (1 week)
- Strategy and e-business models (1 week)
- Internet tools and cloud technology, cloud computing, web development, disruption (2 weeks)
- Financing a start-up venture and financial models (1 week)
- Mobile, social and the sharing economy (1 week)
- Data and competitive advantage (1 week)
- Strategic considerations for e-business (1 week)
- Analysing e-Business case studies and current issues in e-business (2 weeks)
- Security issues for e-Business (1 week)
- Week 14-15: Final Exam Period. There is no final exam for this course.

EVALUATION PROFILE

Assessment	% Final Grade
e-Business Venture Plan and Prototype Web Application	50-60%
• Part 1: e-business venture proposal including financial model and technical specifications	10-15%
• Part 2: Elevator pitch	10-20%
• Part 3: Project web application prototype	20-25%
Digital Portfolio	5-10%
Assignments	5-10%
Midterm exam	25-30%

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 on the due date provided by the instructor. 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. *** Accommodations can be made to honour community needs and traditional practices. 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 the learning management platform (i.e. eLearn); 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: https://www.capilanou.ca/student-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 and procedures S2017-05 Academic Integrity for more information: https://www.capilanou.ca/about-capu/governance/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 (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

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