

BUS 168 (WS1) - Electronic Business Spring 2018

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Class Site: <http://classroom.southwesterncc.edu/>
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Course Purpose/Objectives:

This course provides a survey of the world of electronic business. Topics include the definition of electronic business, current practices as they evolve using Internet strategy in business, and application of basic business principles to the world of e-commerce. Upon completion, students should be able to define electronic business and demonstrate an understanding of the benefits of e-commerce as a foundation for developing plans leading to electronic business implementation. Class 2, Lab 2, Credit 3. Prerequisites/Co-requisites: None

Text:

Loudon, E-Commerce Essentials, Pearson, 2014, ISBN-10: 0-13-354498-2. You may be able to rent a new or used copy of the text from the SCC bookstore, publisher, or other online booksellers. You are not required to purchase an access code for this course.

Format:

Class time will be divided between in-class presentations and projects and out-of-class web-supported activities as needed to meet our objectives. Class meeting times may be adjusted to balance time spent on online tasks, but you should plan to attend class as scheduled.

Computer Requirements:

This course requires that you have access to a reliable computer and internet connection throughout the course. You will need to have access to, and be able to use, the following software:

1. A web browser (Explorer, Edge, Firefox, Chrome, Safari, etc.)
2. Adobe Acrobat Reader
3. A word processing program (such as Microsoft Word)

Microsoft Office is available to SCC students as a free download for Mac or PC.

Information about the accessibility of these technologies is available here -

<http://www.southwesterncc.edu/e-learning/accessibility-privacy-info>.

Teaching Methods:

Presentations - Important material from the text and outside sources will be covered in class. Students should plan to take notes as not all material can be found in the texts or readings. Relevant discussion is encouraged. Participation in class exercises is required.

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Classroom Projects – Classroom projects will be assigned to support student learning. You must be present to complete these projects.

Writing Projects - Research and analysis projects will be assigned to analyze and supplement material found in the text and from other sources.

Assigned Reading - Students will complete assigned reading in their texts and other resources and take open-book online quizzes on that material.

Exams - Students will take exams to assess learning. The exams will be closed book/note and will test assigned readings and material discussed in class. No one will be admitted to take an exam after exams have been distributed to the class.

Studying and Preparation Time:

The course requires you to spend time preparing and completing assignments. It is reasonable to expect a three-credit course to require 135 hours of student work. As with any college-level course, for each hour spent in the classroom you should plan for 2 to three hours spent working outside the classroom. While each student works at his or her own pace and assignments may differ, you should budget your time to ensure your attendance and complete your other tasks.

Grading:

Students will be graded on a 10% scale applied to the total points earned during the semester. All points count equally in the un-weighted total points that the 10% scale will be applied to. Total points will be divided between review quizzes (30%), projects and discussions (50%), and chapter quizzes (20%). Professional writing will be assessed in written assignments and may result in point deductions up to 10% of that assignment grade. You may review the points for each assignment in the Assignment folders and by reviewing the gradebook.

A	90%-100% of Possible Points	D	60%-69%
B	80%-89%	F	59% or below
C	70%-79%		

My goal is always to ensure that your work has been evaluated before the due date of the next assignment, which is usually within one week. Grades are posted in the online grade book on the class web site in Blackboard.

Course Policies

Never Attended – The attendance policy in the SCC Student Handbook states “Any student who has not attended at least one face-to-face class meeting or completed one assignment/activity for an online class by the 10 percent date of the class will be reported by the instructor as “never attended.” A student who has never attended a class by the 10 percent date is no longer enrolled in the class and will not earn credit or receive a tuition refund for the course.” See <https://goo.gl/Hrm9W4>.

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Attendance – Students cannot be successful in this course unless they attend and fully participate in class meetings. You are expected to abide by the attendance policy in the SCC Student Handbook. See <https://goo.gl/Hrm9W4>. You may miss three classes without penalty. For each unexcused absence after those three, your final grade percentage will be lowered 5% of the total points possible (half a letter grade). Three late arrivals count as one unexcused absence.

Late Arrivals – Late arrivals distract other students and the instructor from their work. Further, important announcements are often made at the start of class and may not be repeated. Three late arrivals will count as an absence.

Course Audits - Auditing students must meet the same course prerequisite and attendance standards as all other students in the course. Auditing a course results in a grade of AU and will not meet the prerequisite of any sequential or higher-level course. Auditing students must purchase any required textbooks and other course materials. Auditing students are required to fully participate in all class activities and complete all course assignments, projects, and exams.

Withdrawal - Last day for withdrawal from the course is **March 27, 2018**. If you wish to withdraw, please contact your advisor or use the link found here - <http://www.southwesterncc.edu/request-drop-withdraw-distance-learning-courses>. The “W” will not influence the quality point ratio (GPA) for the semester. However, withdrawing from courses could affect a student’s eligibility for financial aid. Students who receive financial aid should always consult the financial aid officer before withdrawing from a course.

Administrative Withdrawal - A student in an online course will be administratively withdrawn following two consecutive weeks in a 16 week term of missed assignments and lack of communication with the instructor regarding course participation. Consistent with policies establishing attendance in online courses, logging into a course site but failing to perform the aforementioned actions does not constitute attendance. A grade of “WF” will be posted for the course. The last day for Administrative withdrawal is approximately the 85% point of the semester. Tuition refunds or credits will not result from an administrative withdrawal.

Professional Writing – All e-mail, texts, and assignments related to this course should demonstrate college-level writing abilities. A specified point value or up to 10 percent of the point value of any assignment will be deducted for writing errors. Resources for help with writing skills are listed in Course Information.

Academic Integrity - Our class will abide by the policies for academic integrity described in the SCC Student Handbook. You are each responsible for knowing the policy. If you violate the policy, you will fail the course. See Student Handbook (*See III. Standards of Student Conduct, Section A*).

Assignment Completion - Late assignments will not be accepted.

Electronics Use – You should not use your computer, tablet, phone, or other electronic device during class time unless instructed to do so.

Attention – Students are expected to model professional behavior in the classroom. Behavior during class meetings that distracts your instructor and classmates is unacceptable. Repeated incidents of disruptive behavior may result in your dismissal from the course. You should not be engaged in conversation with others during class presentations. You should not leave the classroom during our class meeting time. Turn off your cell phone ringer before entering the classroom and put your phone in a place where you will not be distracted by incoming messages.

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If you must leave your cell phone on (vibrate mode only) due to exceptional circumstances (childcare issue, family illness, etc.), let me know before class. You should leave the main college number (828-339-4000 or 800-447-4091) with anyone who may need to contact you in an emergency.

Classroom – You should not bring food into the classroom.

Need for Assistance - If you have questions or special needs, please let me know. My office hours are listed under Instructor on the class web site. You are welcome to stop by my office anytime, but please call or e-mail me to schedule an appointment if you want to be sure I will be available. On weekdays, my goal is to reply to e-mails within 24 hours. My goal is to reply to e-mail received over the weekend or holidays during the next business day.

Special Needs - Southwestern Community College is committed to providing equal access to educational opportunities for students with documented disabilities (physical or mental impairments that substantially limit one or more major life activity). Students needing reasonable accommodations must identify themselves as having a disability and provide current diagnostic documentation to the Student Disability Services Office. Contact Tonya Bassé, Student Disability Services Coordinator (Oaks Hall G-15, 828.339.4326, t_basse@southwesterncc.edu).

Please Note - I reserve the right to modify this syllabus, verbally or in writing, as is necessary to meet our course objectives.