

BUSN320

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : BUSN320 **Title :** Principles of E Business

Length of Course : 8

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course is a study of the fundamental principles of e-business. Students will learn how to build a successful e-business operation with step-by-step guidance for writing an e-business plan and simplified guidance for the development and management of a start-up customer focused website. Students will select an e-business of their choice and, using worksheets from their textbooks, follow a step-by-step process to develop eight sections of the e-business plan: business description, product and services, marketplace analysis, marketing planning, management and organization, operations, business location and equipment, and financial plans. Students will integrate basic start-up web site design plans and concepts into their e-business plan. The major objective of this course is for every student to apply the principles of e-business, e-marketing and basic website design and develop an e-business plan for immediate application or for future reference.

Course Scope:

Emphasis in this course will be placed on examining the strategic implications of e-Business and the strategies being employed in a range of different industry sectors. The student will evaluate and gain a greater understanding of the strategic issues underpinning e-Commerce. The student will evaluate the formulation and implementation of strategies for businesses competing in electronic markets.

Objectives

Upon successful completion of this course of study, the student will be able to:

- CO 1** Define and explain the meaning of eCommerce
- CO 2** Demonstrate a knowledge of the fundamentals of eCommerce
- CO 3** Discuss the role of eCommerce in practical business applications
- CO 4** Identify techniques and tools that can be used to evaluate the driving forces of eCommerce
- CO 5** Acquire knowledge and understanding of the history of eCommerce and its impact on business
- CO 6** Assess eCommerce influence on businesses and how it provides a competitive advantage
- CO 7** Analyze management's role

Outline

Week 1:

Topic(s)

- Introduction to eCommerce
- The Law, Ethics, and Consumer Policies

Learning Objective(s)

- Define and explain the meaning of eCommerce
- Acquire knowledge and understanding of the history of eCommerce and its impact on business
- Evaluate and discuss issues surrounding ethics and security as related to eCommerce
- Analyze management's role

Learning Materials

Text Readings: Chapters 1 & 2

PowerPoint Slides [Chapter One](#) and [Two](#)

Activities and Assignments

Navigate via the links at the left:

- Assignment 1
- Introduction Forum

Week 2:

Topic(s)

- Planning an eBusiness

Learning Objective(s)

- Demonstrate a knowledge of the fundamentals of eCommerce
- Discuss the role of eCommerce in practical business applications

Learning Materials

This week's readings focus on classifying networked e-Business. Please take time to read Chapter 3, as well as reviewing [Chapter 3](#) of the PowerPoint presentations.

Activities and Assessments

Navigate via the links at the left:

- Assignment 2
- Discussion Forum 2

Week 3:

Topic(s)

- Financing an eBusiness

Learning Objective(s)

- Discuss the role of eCommerce in practical business applications
- Identify techniques and tools that can be used to evaluate the driving forces of eCommerce
- Assess eCommerce influence on businesses and how it provides a competitive advantage

Learning Materials

This week's readings focus on Chapter 4.

PowerPoint

Activities and Assessments

Navigate via the links at the left:

- Assignment 3
- Discussion Forum 3

Week 4:

Topic(s)

- Revenues and Payment
- Inventory and Fulfillment

Learning Objective(s)

- Demonstrate a knowledge of the fundamentals of eCommerce
- Discuss the role of eCommerce in practical business applications

Learning Materials

This week's readings focus on [Chapter 5](#) and [Chapter 6](#) of your textbook.

Activities and Assessments

Navigate via the links at the left:

- MidTerm
- Discussion Forum 4

Week 5:

Topic(s)

- Marketing

Learning Objective(s)

- Assess eCommerce influence on businesses and how it provides a competitive advantage
- Discuss the role of eCommerce in practical business applications
- Evaluate and discuss issues surrounding ethics and security as related to eCommerce

Learning Materials

This week we'll read [Chapter 7](#) in our text.

Activities and Assessments

Navigate via the links at the left:

- Assignment 5
- Discussion Forum 5

Week 6:

Topic(s)

- Customer Service
- Web Hosting

Learning Objective(s)

- Demonstrate a knowledge of the fundamentals of eCommerce
- Discuss the role of eCommerce in practical business applications
- Assess eCommerce influence on businesses and how it provides a competitive advantage

Learning Materials

This week you will read [Chapter 8](#).

PowerPoint slides

Activities and Assessments

Navigate via the links at the left:

- Assignment 6
- Discussion Forum 6

Week 7:

Topic(s)

- Successful Web Site design
- Tracking and Analysis

Learning Objective(s)

- Identify techniques and tools that can be used to evaluate the driving forces of eCommerce

Learning Materials

This week's readings focus on [Chapter 9](#) and [Chapter 10](#).

Activities and Assessments

Navigate via the links at the left:

- Assignment 7
- Discussion Forum 7

Week 8:

Topic(s)

- Final Examination

Learning Objective(s)

- All Learning Objectives

Learning Materials

This week's readings focus on [Chapter 11](#) in your text.

PowerPoint slides

Activities and Assessments

Navigate via the links at the left:

- Final Exam
 - Discussion Forum 8
-

Evaluation

Grading:

Name	Grade %
------	---------

Materials

Book Title: Beyond E-Business: Towards networked structures - eBook available in the APUS Online Library

Author: Paul Grefen

Publication Info: Routledge

ISBN: 9781138801769

Book Title: To find the library e-book(s) req'd for your course, please visit <http://apus.libguides.com/er.php> to locate the eReserve by course #.

Author: No Author Specified

Publication Info:

ISBN: N/A

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments

submitted as part of coursework to the School of Business.

- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arrangements have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of

the forums is to actively participate in an on-going discussion about the assigned content.

- “Substantive” means comments that contribute something new and important to the discussion. Thus a message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation’s military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.