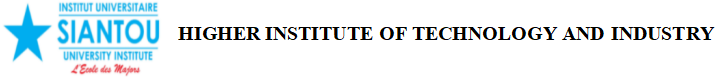
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# Course Addendum

Semester**: Fall 2021 Course** Code: **EDM234** Section**:NAA**

Course Title: E-Commerce

Lecturer: Muluh GeraldsonOffice**:**

E-mail: *geraldsonmuluh@gmail.com*Ext**.**

Office Hours**: Mondays 14H-16H, Fridays 14H-16H**

Approved by:

Ajamah Ferdinand, HOD, Engineering Department

Please read this addendum to the general course outline carefully. It is your guide to the course requirements and activities.

Please refer to the course outline for learning outcomes, course description and text and materials.

**Assessment Summary**

Workshops - 9%

Assignments - 5%

Quizzes - 3% (1 bonus quiz)

Test - 3%

Final Exam - 80%

## Course Policies

Satisfactorily complete all assignments (they have to be working)

Achieve a weighted average of 50% or better for the midterm and final exam

Achieve a grade of 50% or better on the overall course (midterm, final, quizzes, Workshops and assignments)

**Academic Policies:**

1. Attendance Policy:

Siantou University expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 90 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

1. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is

subject to disciplinary action. Prohibited activities include but are not limited to the

following practices:

● Cheating, including but not limited to unauthorized assistance from material, people,

or devices when taking a test, quiz, or examination; writing papers or reports; solving

problems; or completing academic assignments.

● Taking an exam for another student.

● Providing others with information and/or answers regarding exams, quizzes,

homework or other classroom assignments unless explicitly authorized by the

instructor.

● Any of the above occurring within the Web or distance learning environment.

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**WEEKLY SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Topic or Skill** | **Reading** | **Assessment** | **Weight** |
| **Week 1**  **Sep 27-Oct 2** | **Introduction to Internet Business** | **Chapter 1 of Electronic Commerce** |  |  |
| **Week 2**  **Oct 4- 9** | **Infrastructure: The Internet and Technology** | **Chapter 2 of Electronic Commerce** | **Workshop 1 (due end of week 3)** |  |
| **Week 3**  **Oct 11-16** | **Business Models for Internet Business** | **Chapter 3 of Introduction to E-Business Management and Strategy** | **1 pre-lecture quiz,**  **Workshop 2 (due end of week 4)** | **0.3% Quiz**  **1% Workshop 1** |
| **Week 4**  **Oct 18-23** | **Internet Business and Marketing** | **Chapters 3 and 4 of Electronic Commerce** | **1 pre-lecture quiz,**  **Workshop 3 (due end of week 5)** | **0.3% Quiz**  **1% Workshop 2** |
| **Week 5**  **Oct 25-30** | **Basic Marketing Concepts and Technology** | **Chapter 5 of Introduction to E-Business Management and Strategy** | **1 pre-lecture quiz,**  **Workshop 4 (due end of week 6)** | **0.3% Quiz**  **1% Workshop 3** |
| **Week 6**  **Nov 1-6** | **B2C and B2B Marketing and Branding Strategies** | **Chapter 8,9 and 10 of Introduction to E-Business Management and Strategy** | **1 pre-lecture quiz,**  **Workshop 5 (due end of week 7)** | **0.3% Quiz**  **1% Workshop 4** |
| **Week 7**  **Nov 8-13** | **Review,**  **MidTerm** |  |  | **1% Workshop 5**  **3% midterm** |
|  |  | **Study Week** |  |  |
| **Week 8**  **Nov 15-20** | **E-Commerce Advertising** | **Chapter 5 of Introduction to E-Business Management and Strategy** | **1 pre-lecture quiz,**  **Workshop 6 (due end of week 9),**  **Assignment 1 (due end of week 10)** | **0.3% Quiz** |
| **Week 9**  **Nov 22-27** | **E-Commerce Retailing and Services** | **Chapter 6 of Introduction to Electronic Commerce** | **1 pre-lecture quiz,**  **Workshop 7 (due end of week 10)** | **0.3% Quiz**  **1% Workshop 6** |
| **Week 10**  **Nov 29-Dec 4** | **Online Media: Publishing** | **Chapter 6 of Introduction to Electronic Commerce** | **1 pre-lecture quiz,**  **Workshop 8 (due end of week 11)** | **0.3% Quiz**  **1% Workshop 7**  **3% assign 1** |
| **Week 11**  **Dec 6-11** | **Online Media: Entertainment Industry** | **Chapter 6 of Introduction to Electronic Commerce** | **1 pre-lecture quiz,**  **Workshop 9 (due end of week 12),**  **Assignment 2 (due end of week 13)** | **0.3% Quiz**  **1% Workshop 8** |
| **Week 12**  **Dec 13-18** | **Social Networking Communities and Actions** | **Chapter 6 of Introduction to Electronic Commerce** | **1 pre-lecture quiz,**  **Workshop 10 (due end of week 13)** | **0.3% Quiz**  **1% Workshop 9** |
| **Week 13**  **Dec 20-Jan 8** | **E-Commerce and Ethics** | **Chapter 6 of Introduction to E-Business Management and Strategy** | **1 pre-lecture quiz** | **0.3% Quiz**  **2% Workshop 10**  **2% assign 2** |
| **Week 14**  **Jan 10-15** | **Review,**  **Final Exam** |  |  | **80% final** |

**Semester Year**

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