SOUTHEAST Technical College

Southeast Tech · · Computer Information Systems

eBusiness

CIS-207 30C O

Summer Term 2020-2021 School Year   Section 30C O   3.00 Credits   05/17/2021 to 07/23/2021   Modified 05/17/2021

🕐 Meeting Times and Location

ONLINE

👤 Contact Information

Best way to contact me is to send me an email. I will respond within 24 hours.

Instructor: Ms. Anju Wadhwa

Email: anju.wadhwa@southeasttech.edu
Office: By appointment
Phone: 7036534526

💻 Course Description

Learn about e-business and e-commerce topics that relate to buying and selling over the Internet. Explore the fundamental concepts of marketing, servicing customers and collaborating with business partners while utilizing the Internet. An overview of accounting principles and business reporting will also be covered. Prerequisite: CSC 105

📊 Outcomes

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

- Understand the e-business entrepreneurial process
- Discuss the elements of an e-business plan
- Understand startup challenges such as identifying legal issues and selecting appropriate e-business technology
- Select effective tools for branding and marketing an e-business and its products or services
- Be well versed in website accessibility, usability, and design
- Understand e-business risk management and security
- Understand the global e-business economy and e-business models
- Develop an e-business plan and corresponding website

◎ Additional Outcomes

📖 Course Materials

E-commerce: Business, Technology, Society 2019

Author: Kenneth C. Laudon and Carol Guercio Traver
Publisher: Pearson

Edition: 15th Edition
ISBN: ISBN-13: 978-0-13-499845-9
Availability: Campus Bookstore

☷ Deliverables

Web-Based Assignments

For chapters 1, 2, 4, 6, 7, 9, and 10 there will be one web-based assignment each week. You will find the assignments under coursework. These assignments won't open all at the same time.

Video Cases

Many of the web-based assignments will be video cases where you will need to watch a video and answer questions online.

Project work

Students will form groups of 4-5 persons to work on an e-business project throughout the semester. This project consists mainly of the following components which need to be completed by the end of the course:

a. Business plan
   i. Course project progress assignment 1
   ii. Course project progress assignment 2
b. Presentation
c. Simple website created through WIX

Also, the following assignments will be completed by groups throughout the course:

1. Course project intro assignment
2. E-commerce business plan research
3. Course project progress assignment 3
4. Course project progress assignment 4

Exams

This course consists of 3 online open-book open-notes exams.
Exam 1: Based on chapters 1 and 2 from text book (and lectures)
Exam 2: Based on chapters 4, 6, and 7 from text book (and lectures)
Exam 3: Based on chapters 9 and 10 from text book (and lectures)

✔ Evaluation Procedures and Grading

Criteria

The grading system used is based upon the accumulation of earned points. The following letter grades will be issued based on the accumulation of earned points:

100 – 92%	A
91.5 – 80%	B
79 – 70%	C
69 – 60%	D

59% and below	F

Type	Weight	Topic	Notes
Exams	0.49%	Syllabus Quiz	Online
Homework	2.93%	Chapter 1 Project	Uploaded homework
Homework	2.93%	Video Case 1.2	Online
Homework	3.9%	Chapter 2 Activity	Online
Homework	1.46%	Course Project Intro Assignment	Online
Exams	9.76%	Exam 1: Chapters 1-2	Online
Homework	3.9%	E-Commerce Business Plan Research	Online
Homework	3.9%	Video Case 4.2	Online
Homework	2.93%	Video Case 6.1	Online
Homework	1.46%	Course Project Progress Assignment 1	Uploaded homework
Homework	5.85%	Video Case 7.1	Online
Exams	9.76%	Exam 2: Chapters 4, 6, & 7	Online PROCTORED
Homework	4.88%	Video Case 9.1	Online
Homework	1.46%	Course Project Progress Assignment 2	Uploaded homework
Homework	1.46%	Course Project Progress Assignment 3	Online homework
Homework	3.9%	Video Case 10.1	Online
Exams	6.83%	Exam 3: Chapters 9-10	Online PROCTORED
Homework	1.46%	Course Project Progress Assignment 4	Uploaded homework
Homework	9.76%	Business Plan	Uploaded homework
Homework	9.76	Presentation	Uploaded homework
Participation	1.46%	Presentation Attendance	Participation
Homework	9.76%	Website	Uploaded homework

✳ Course Expectations

TIMING OF ASSIGNMENTS

Late work will be accepted with penalty, with prior approval (before assignment deadline) from instructor. Makeup for quizzes and exams will not be allowed for any reason. It is the student's responsibility to ensure adequate time is allowed to complete assignments and other assessments on time. Most (but not all) homework assignments will be due Sunday nights at 11:55 p.m.

INSTRUCTIONAL METHODS

Course will include online PDF or video lectures, group activities, assessments, and a group project which involves the creation of a simple website using WIX (no coding/programming needed). PDF or video lectures for each chapter will be available to students

on STInet. All testing and quizzing will be completed online through STInet. All course information and assignments will be posted to STInet, and it is the student's responsibility to stay current with course materials.

EXTRA CREDIT

It is at the discretion of the instructor to give extra credit throughout the course.

▤ Additional Items

📅 Course Outline

When	Topic	Notes
	Schedule of homework and exams is available through "Coursework" in STI net.	

🏛 Institutional Policies

Course Subject to Change

The syllabus is a statement of intent and schedule of topics, activities, assessments, and requirements as well as an overall road map to ensure students will achieve both the course learning objectives and the program-level learning objectives.

The scheduled educational activities are subject to change with reasonable advance notice to students by either the instructor or academic administration. The grading and attendance policies are not subject to change once posted.

Students wishing to appeal changes to a course syllabus must first do so in writing to their instructor. If a successful resolution is not achieved after submitting the written appeal, the student has the option to file a written appeal to the appropriate Associate Dean of Curriculum and Instruction or Dean of Curriculum and Instruction. If the second level appeal does not result in a resolution, the student can submit a final appeal to the Vice President of Academic Affairs. The review and final decision of the Vice President of Academic Affairs is final and not subject to appeal.

Attendance

Administrative Withdraw for Non-Attendance

Students are expected to attend all sessions of courses for which they are enrolled. Absences do not excuse the student from meeting course requirements. Each instructor will evaluate the student's progress to determine how to handle outstanding assignments and assessments. Students who have a record of zero attendance for fourteen (14) calendar days will be administratively withdrawn from the course(s) the absence is occurring, resulting in a grade of "W" for the course. Students who receive financial aid may have their financial aid status affected. More information is located in the Southeast Tech Catalog (http://catalog.southeasttech.edu/):

Student Learning Outcomes

Student success is important to Southeast Tech faculty, and all faculty are involved in assessing student learning. Upon graduation, Southeast students will have competence in the following four common learning outcomes:

Technical Skills: Students will be able to explain industry-relevant concepts (knowledge) and demonstrate industry-relevant technical skills (performance).

Communication: Students will be able to define the purpose of the communication; organize and structure the communication; provide supporting material; demonstrate precision of language; and professionally deliver and format the communication.

Problem Solving & Critical Thinking: Students will be able to define the problem; analyze the problem; generate solutions; evaluate solutions; and select the best solution.

Professionalism: Students will be able to demonstrate positive work ethic; collaborate as part of a team; adapt to change; adhere to professional standards; and model integrity and ethics.

Student Conduct, Cheating and Plagiarism

Students attending Southeast Technical College are expected to follow policies and requirements in the Southeast Technical College Student Handbook: STC Student Handbook (https://catalog.southeasttech.edu/content.php?catoid=26&navoid=18251). In addition, some departments have academic handbooks for their areas that outline expected student conduct.

Southeast policies authorize the Vice President of Academic Affairs to suspend or terminate any student from the college for misconduct as outlined in the rules of this policy. The following student misconduct shall constitute grounds for student discipline, suspension, or termination when such activity occurs on school grounds, in the online course environment or during an educational function under the auspices of the school board: acts of dishonesty, including cheating and plagiarism or other forms of dishonesty relating to academic achievement.

Test Proctoring

The Southeast Testing Center offers test proctoring located in the Wood Center Building, Room 103. Online instructors will communicate details regarding required test proctoring and how to sign up to take these assessments. Testing Center contact information: 605.367.6014 or testing@southeasttech.edu

Coronavirus Face Masks, Coverings and Distancing

Southeast Tech is a face mask-recommended institution. Southeast Tech is committed to providing a safe environment for all members of our community. To honor that commitment, the health and safety of our students, faculty, staff and guests must be a top priority. For all Coronavirus updates and plans for keeping everyone safe, please visit our website: Southeast Coronavirus Website (https://southeasttech.edu/coronavirus/index.php)

Safety

Violation of safety to self and others and/or violations of safe operating practices of equipment may result in the reduction or loss of a daily grade, removal from class, and/or other disciplinary action.

Disability Services

It is the policy and practice of Southeast Technical College to create inclusive and accessible learning environments consistent with federal and state laws. If you are a student with a documented disability, think you may have a disability or have a temporary health condition that requires accommodations, please visit the Disability Services Coordinator (https://southeasttech.edu/student-life/disability-services.php) website or call 605-367-5727. Conditions include, but are not limited to, the following: mental health, attention-related, learning, vision, hearing, physical or chronic health conditions. All students are encouraged to discuss disability-related needs with Disability Services and their instructors as soon as possible.

ADA Statement

The instructor in this course will act with integrity and strive to engage in equitable verbal and nonverbal behavior with respect to differences from age, gender, race, handicapping conditions, and religion. Students with special needs as addressed by the Americans with Disabilities Act that need course materials in alternative formats should notify instructor immediately. Reasonable efforts will be made to accommodate those special needs.

Freedom of Speech

Southeast Tech strives to create an environment in which diverse opinions can be expressed and heard. Students have the right to peacefully express their views and opinions, regardless of whether others may disagree, but not in such a way as to interfere with the rights of others or the operation of the college. Views expressed should not violate any of Southeast Tech policies or core values.

Southeast Technical College students are both citizens and members of the Southeast Tech community. Students should enjoy the same freedom of speech, peaceful assembly, and right to petition that other citizens enjoy and should abide by the obligations and expectations as members of the Southeast Tech community.

Notice of Nondiscriminatory Policy

Southeast Tech does not discriminate on the basis of race, color, creed, religion, age, gender (including pregnancy), sexual orientation, disability, national origin or ancestry, military/veteran status, genetic information, or any other category protected by law in its educational programs, admissions policies, employment policies, financial aid, or other institute-administered programs. Click this link for more information: Non-Discriminatory Policy and Contact Information (https://catalog.southeasttech.edu/content.php?catoid=27&navoid=18512)

Title IX/Sexual Misconduct/Sexual Assault/Sexual Offense

Southeast Tech is committed to providing a learning and working environment free of unlawful harassment based on an individual's race, color, religion, creed, ancestry, national origin, gender, sexual orientation, disability, age, protected military/veteran status, genetic information or any other basis protected by law. Concerns may be reported directly to this individual in person, by calling 605-367-4670, or by emailing Brett.Arenz@k12.sd.us. Individuals with immediate concerns should call campus security at 605-941-9003. For more information, click this link: Title IX in Student Catalog (https://catalog.southeasttech.edu/content.php?catoid=27&navoid=19026&hl=%22Title+IX%22&returnto=search)

Student Right-to-Know/Campus Security Act

Southeast Tech is required under Public Law 101-542 to encourage students to report all crimes (murder, rape, forcible or non-forcible sex offenses, robbery, aggravated assault, burglary, motor vehicle and other thefts or crimes) which occur on the Southeast Tech Campus to the local law enforcement offices and to the Southeast Tech Student Success Center or campus security. For more information on Student Right to Know/Campus Security Act, click this link: Student Right to Know - Campus Security Act (https://catalog.southeasttech.edu/content.php?catoid=27&navoid=19026&hl=%22Student+Right+to+Know%22&returnto=search)

Family Educational Rights & Privacy Act

FERPA stands for the Family Educational Rights and Privacy Act of 1974. It is a federal law governing the privacy and handling of educational records and giving specific rights to students. You can find more information about the law at http://www.ed.gov/policy/gen/guid/fpco/ferpa/students.html (http://www.ed.gov/policy/gen/guid/fpco/ferpa/students.html)

Student Communications

Southeast Tech's student email accounts will be used as Southeast Tech's official means of communications with students. Southeast Tech students should also use the STInet Student and Campus Life tabs for information regarding important upcoming events and required dates for fee payment, etc. The Student and Campus Life tabs will also inform students about job opportunities, scholarship information, and other important announcements.