SOUTHEAST Technical College

Southeast Tech · · Computer Information Systems

eBusiness

CIS-207 1 HF

Spring Term 2022-2023 School Year   Section 1 HF   3.00 Credits   01/09/2023 to 05/05/2023   Modified 01/09/2023

🖥 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

Course objectives

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 technology.
- Select effective tools for branding and marketing an e-business and its product/services.
- Be well-versed in website accessibility, usability, and design.
- Understand e-business risk management and security.
- Understand the global e-business economy and models.
- Develop an e-business plan and corresponding website, using WIX.

◎ Additional Outcomes

📘 Course Materials

E-Commerce 2019: Business, Technology and Society

Author: Carol Guercio Traver, Kenneth C. Laudon
Publisher: Pearson
Edition: 15th edition
ISBN: 978-0-13-499845-9

☰ Deliverables

Group Project

Overview

Groups of students (2-4 students in each group) will create an e-business, complete with a business plan and a website prototype using Wix.com. The entire project is worth 300 points, with 100 points for business plan, 100 points for final presentation of the plan, and 100 points for the website prototype.

Group Project: Part I: Business Plan

For Part I of the project, you will choose an e-business you want to create with your group/partner, and then write a business plan for that e-business. This plan will be comprised of many elements and will require an extensive time investment. So you should get started right away

Group Project: Part II: Website

Groups/partners will create a website for their e-business, using a website like Wix.com which provides templates for website. Remember, you don't have to do any coding or database creation.

The website must have at least 3 pages, to include:
A homepage
About us
Product and/or services offered

Group Project: Part III: Presentation

- Multi-media presentation about the e-business using PowerPoint, Google Slides or Canva.
- It should include multiple elements included in the business plan.
- More requirements will be provided later.

Exams

Exam 1: Based on chapters 1 and 1
Exam 2: Based on chapters 4, 6, and 7
Exam 3: Based on chapters 9 and 10

Video Cases: Multiple (to be done individually)

Video case 1.2
Video case 4.2
Video case 6.1
Video case 7.1
Video case 9.1
Video case 10.1

Chapter-Based Assignments: Multiple (to be done individually)

Syllabus quiz

Chapter 1 project

Chapter 2 activity

Group Project: Multiple (to be done with group)

Business Plan Research
Course Project Progress Assignment 1
Course Project Progress Assignment 2
Course Project Progress Assignment 3
Course Project Progress Assignment 4

Participation: Presentation Attendance

✔ Evaluation Procedures and Grading

Criteria

Please note that I may CHANGE or REDUCE some of the assignments and/or exams, but I will not ADD more items that what I am providing in the list below.

Type	Weight	Topic	Notes
Assignments	0.95%	Syllabus Quiz	5 points
Assignments	2.84%	Chapter 1 Project	30 points
Assignments	3.79%	Chapter 2 Activity	40 points
Assignments	3.32%	Video Case 1.2	30 points
Assignments	3.79%	Video Case 4.2	40 points
Assignments	3.32%	Video case 6.1	30 points
Assignments	5.69%	Video Case 7.1	60 points
Assignments	4.74%	Video Case 9.1	50 points
Assignments	3.79%	Video Case 10.1	40 points
Project	3.79%	Business Plan Research	40 points
Project	1.42%	Course Project Progress Assignment 1	15 points
Project	1.42%	Course Project Progress Assignment 2	15 points
Project	1.42%	Course Project Progress Assignment 3	15 points
Project	1.42%	Course Project Progress Assignment 4	15 points
Exams	9.48%	Exam 1: Chapter 1 and 2	100 points
Exams	9.48%	Exam 2: Chapters 4, 6, and 7	100 points
Exams	9.48%	Exam 3: Chapters 9 and 10	100 points
Project	9.48%	Business Plan	100 points
Project	9.48%	Presentation	100 points
Project	9.48%	Website	100 points
Participation	1.42%	Presentation Attendance	15 points

Breakdown

Breakdown

Grade	Range	Notes
A	100-92%	
B	91.5-80%	
C	79.5-70%	

Grade	Range	Notes
D	69.5-60%	
F	59% and below	

📋 Additional Items

Important Dates

- Monday, Jan 9 - First class
- Monday, Jan 16 - Martin Luther Kind Jr. Day, No classes
- Monday, Feb 20 - Presidents Day, No classes
- March 6-10 - Spring Break, No classes\
- Monday, May 1 - Last Class

📅 Course Outline