

SOUTHEAST TECHNICAL INSTITUTE

Sioux Falls, SD

COURSE SYLLABUS

COURSE TITLE: eBusiness – CIS 207 1C
CREDITS: 3 semester credits
TEXT: E-Commerce: Business, Technology, Society 2018
14th Edition; Laudon
ISBN-13: 978-0134839516
ISBN-10: 013483951X

INSTRUCTOR: Reed Muehler
OFFICE HOURS: Available by appointment

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COURSE DESCRIPTION:

The purpose of this course is to provide students with an understanding of e-business and e-commerce topics that relate to buying and selling over the Internet. Students will learn information related to the following topics: recognizing the characteristics of e-business and the role e-business plays in the global economy, identifying various e-business models, developing new e-business ideas, creating a business plan, marketing an e-business and its products or services, understanding financial reports, developing an e-business Web site, and securing an e-business's assets from various internal and external threats. Students will have an opportunity to apply their knowledge through hands-on exercises and case project assignments. Communicating ideas and facts to others and team work are emphasized in the exercises and assignments.

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 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

INSTRUCTIONAL METHODS:

Class time will include lecture, group activities and discussion, assessments, and projects. PowerPoint presentations for each chapter will be available to students on STInet. All testing and quizzing will be completed online through STInet during class time. All course information and assignments will be posted to STInet, and it is the student's responsibility to stay current with course materials.

TIMING OF ASSIGNMENTS:

Late work and makeup work (including missed in-class assignments and exams due to absence) are *not* accepted for ANY reason including but not limited to: work, illness, and technical difficulties. It is the student's responsibility to ensure adequate time is allowed to complete the assignments and other assessments on time. Any assignments not completed on time will result in a zero. Most (but not all) homework assignments will be due Sunday nights at 11:55 p.m.

GRADING PROCEDURES:

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 – 90%	A
89 – 80%	B
79 – 70%	C
69 – 60%	D
59% and below	F

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

INTEGRITY:

Cheating in any form is not tolerated by this instructor. Cheating includes but is not limited to plagiarism, copying fellow or past student work, and using answer keys. Unethical behavior will result in a 0% on the activity cheated on. Further unethical behavior may result in expulsion from the course.

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

Violations of safety to others and/or violation of safe operating practices of equipment may result in the reduction or loss of your daily grade; removal from class; and/or disciplinary action.

Student success is important to our faculty, and all faculty are involved in assessing learning. Upon completion of a degree, Southeast graduates will have demonstrated competence in the following areas:

- Science and Technology: Technical competence including knowledge of technology and/or scientific principles as these apply to programs.
- Problem Solving & Critical Thinking: The ability to select and use various approaches to solve a wide variety of problems – scientific, mathematical, social and personal. Graduates will also be able to evaluate information from a variety of perspectives, analyze data, and make appropriate judgments.
- Communication: The ability to communicate effectively in several forms – oral, written, nonverbal and interpersonal. Graduates will also demonstrate knowledge of how to manage and access information.
- Professionalism: Strong work ethic, including responsible attendance; skill in teamwork and collaboration, as well as an ability to work with others, respecting diversity; ability to adapt to change; commitment to lifelong learning; adherence to professional standards; and positive self-esteem and integrity.

IMPORTANT DATES:

February 5 – 7th – Instructor Gone (Out of Class Assignment or Test on Feb. 6th)

February 18 – Holiday

March 4 – 8th – Spring Break

April 22nd – Holiday

May 2nd – End of Semester