

De Anza College

SYLLABUS

Business 70 – Principles of E-Business

Principles of E-Business

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Course Duration: 12 weeks **Office Hours:** Upon Request

Office Hours: Online chat – Upon Request

Spring: 2016

CRN: 00292

Course: BUS -070.-64Z

Location: Online

Days: Online Flexible

Time: Online Flexible

Description:

Theory and practice of effectively conducting and managing business over the Internet. Insights into e-business models, strategy, technology, auctions, and marketing. Students are expected to complete computer assignments

Course Objectives:

- History of the Internet
- Technical characteristics of the Internet
- Internet's impact on costs and revenues
- Internet's impact on consumers
- Theories that explain e-business success
- Impact of the digital divide
- Impact on the workforce

Textbook Required:

Kenneth C. Laudon, *E-Commerce, 9th ed, 2013*. Prentice Hall.

ISBN-10: 0132730359

ISBN-13: 9780132730358

Need help? Meet with tutors and attend workshops in the Student Success Center:

<http://www.deanza.edu/studentsuccess>.

New this quarter...free online tutoring available to all De Anza students! Just login to [MyPortal](#), go to the Students tab, and explore the site. You can also work with a tutor live (hours vary by subject) or post any question you may have. You can also call me or text me at my cell phone provided above. For more information, go to <http://deanza.edu/studentsuccess/onlinetutoring.html>

Performance Evaluation

<u>Deliverable</u>	<u>Points</u>
Quizzes	100
Class Project Assignment	100
Four Midterm Exams	200
Final Exam	100
Online-Class Attendance/& Participation	100
Total Points	600

Class Projects The class projects are defined in a separate document you can access from the online class main page.

Criteria for all assignments: Assignments will be evaluated based on the objectives of the exercise, as well as precision, clarity and completeness. The format for each assignment will depend on the content of the subject and the specifics of the lesson. The details for each assignment will be discussed in class.

Homework: assignments should be posted and uploaded in the designated thread on the due date. You can upload assignments past the due date; however, there will be a penalty of 2 points per day with a maximum of 10 points penalty.

Note: Due dates for all uploading assignments will be announced in class.

Group Project and Final: will include a combination of materials discussed in class, reading materials,

All assignments and project papers should be **APA formatted with cover page**, conclusion, and references pages. It should be posted in **Microsoft Word format or in RTF format**. Please, **do not upload the assignments in PDF or any other file format** as I have to write in your paper to correct any mistakes and also to provide feedback. Assignments turned in PDF format will not be graded and will receive 0 points.

Class Participation and Attendance: You are expected to participate by answering the weekly discussion questions and also commenting on other student's answers. Each week a discussion forum is made available to engage in answering two or three discussion questions related to the material covered in the class. You need to participate with substantive postings at least 3 days in the week and comment on other student's postings. A substantive Discussion Question answer should have a minimum of 200 words while a discussion post (reply post to other student's post) should have a minimum of 100 words. Your posting of assignments **do not count for participation**. Your additional replies to other student's DQ answers do count. Participation and attendance are both graded. If you answer the two discussion questions you will meet attendance for the week. Engaging in **participation by commenting on other student's posts earns you additional class participation points**. Don't forget this important point.

Substantive posts are those that contribute to the discussion threads with ideas or added substance. Replies such as: "I agree; this is cool; you are right; I vote for that;" and any other similar colloquialism do not count for participation. Notice that attendance and participation counts 100 points. This is really a giveaway since all you have to do is to answer the discussion questions and participate in discussion by replying to other student's posts. Notice that any posting done to answer an assignment does not count as participation. Answers to the discussions questions have to be completed on or before the assigned days.

Class participation grade has a minimum participation component and a best participation component. If you answer your two discussion questions each week, you earn your 75 participation points. The second component is 25 points for best participation which are based on students with the best class participation. The students with the best participation that reach the 90 percentile set the weight of the top ranking of 100%. Based on this number of posts the rest of class gets a % of the best participation points. For example the three students with the best participation posted 125, 138 and 130 posts total. The top mark is then 125 or the 100% mark. The three top students get 100%. If you posted two posts each week, then you get the 75 points for the attendance part. If you then had a maximum of 95 substantive posts then your percent is $95/125$ or 76%, you then get 25×0.76 or 19 class participation points, hence your total attendance and participation points is 94 points.

The more you participate in the class the better off you are and the more you learn from the discussions. I will also interject in the discussions as necessary. The online class does not require any classroom meetings. All work will be done online. Each week you will find information about discussion questions for the week, quizzes for the week, and any other class related information. Follow the instructions provided each week. Most of the class activities are done in the discussions forum.

Quizzes and Exams: Quizzes and exams are timed bound. You have 40 minutes to complete a quiz and two hours to complete a test. Both, quizzes and tests include true/false, and multiple choice questions. There will be a total of 3 extra credit quizzes. In addition, in week 12 the quizzes and exams are reopened so that you can make up quizzes/exams with bad grades or those you could not take before. You will have only one chance to make up the quiz or exam. When you take a quiz or exam online, you have to complete it on the allotted time, you cannot stop and try to resume later. In addition, do not click on the Submit button as that will end your attempt. You click on the submit button when you have completed the quiz or exam. In addition, you cannot go over the allotted time.

GRADING STANDARDS

A = An excellent paper. It offers an effective solution to the problem based on good audience analysis; it fulfills minor as well as major purposes. Its overall pattern of organization is appropriate; the internal organization of ideas is effective; transitions are smooth. Reader benefits and logic are well developed. The message is well written, interesting, and easy to read. It may show originality in visual impact, reader benefits, details, or word choice.

B = A good paper. It offers an effective solution to the problem. Both the overall pattern of organization and the internal organization are good. Reader benefits and logic are developed adequately. The writing style is clear, concise, and friendly. It may have a few minor mechanical errors or some awkward spots, but basically it is well written and has good visual impact.

C = A satisfactory paper. It offers a solution which is basically acceptable; it uses an acceptable pattern of organization; the writing follows the conventions of standard English and the principles of business writing. There may be minor errors in style, tone, internal organization, or mechanics; reader benefits or logic may not be developed fully.

D = A satisfactory (“C”) paper with a major flaw in one of the following: the solution, organization, tone, or writing style. **OR** A paper which shows some evidence of attempting to solve the problem, but which has many minor errors in organization, development, word choice, style, tone, and mechanics. None of these alone would necessarily doom the paper; however, together they make the paper unsatisfactory.

F = A poor paper with major flaws in one of the following: the solution, organization, tone, or writing style. **OR** A paper that violates the facts explicitly given in the problem. **OR** A paper that is marred by an unacceptable number of errors in organization, development, word choice, style, tone, and mechanics. Minor errors in format (for

example, not initialing a memo or signing a letter) lower the paper grade one-third letter. Major errors (for example, using a letter when a memo is needed) will lower the grade one full letter.

Grading Scale:

Grade Scale Based on 600 Points	4.0 Scale	Letter grade	Point Scale	
98% or above	4.0	A+	600	600+
97%-99%	3.9	A	585	599
92-97%	3.7	A-	555	584
82-89%	3.3	B+	495	554
75-81%	3.0	B	450	494
67-74%	2.7	B-	405	449
57-66%	2.3	C+	345	404
50-56%	2.0	C	300	344
32-49%	1.3	D+	195	299
25-31%	1.0	D	150	194
17-24%	0.7	D-	102	149
Below 17%	0	F	0	101

Course Modality:

The Bus 70 class is online; there is no ground class to attend. You need to access the class via the Catalyst system.

Attendance and Participation: Attendance and Participation are both measured as well and count for 100 total points. After you enter the Catalyst class, you will find Weekly Activities. Each week you will find a Discussion Questions (DQs) forum. The forum contains a Case Study and two Discussion Questions threads. You need to answer each DQ(s) on a specific date, normally Tuesdays and Wednesdays. You can post an answer to the DQ(s) after the due date but it will be graded as late with 2 points deduction, each time you post a late DQ answer. Once you post your two DQ answers then you can engage in participation by commenting on other student's posts as replies to their DQ answers. You can add substantive ideas, and comments to augment the DQ answer from the student. Your participation posts should be at least 200 words. Hence, DQ participation replies with one or two sentences will not count.

Remember then, that Attendance and Participation are not optional and do count for 100 points of the 600 total points you can earn in the class. If you answer both DQs from each week then you will earn 80 points for class attendance. You will earn an additional 20 points for class participation posts. The points you earned will depend on the total number of posts you do compared to what other students post as well. The student with the maximum number of substantive posts determines the maximum number of points that will earn 100% of the 20 points. The maximum posts number will be the 80% of the total posts from the student with most posts. Your posts then will determine the % you have from this maximum number of posts and that % will be multiplied by 20 points to determine your participation points earned. Hence, the more you engage and participate the higher the chances you will get the total 20 points.

Here is an example. At the end of the class one student posted a total of 125 substantive class participation posts. All other students posted less participation posts than this student. The 80% (80 Percentile) would be $125 \times .80 = 100$ posts. If you contributed with a total of 80 class participation posts, you will get 80% of 20, or 16 class participation points. Hence, if you answered all the DQs on the assigned dates you will earn a total of 96 Attendance and Class Participation points. Make sure you understand this.

Special warning about failing to drop the class on a timely basis: If you do not want to continue in the class, be sure to use the MyPortal system to drop the class *you will be stuck in the class*. ***State law forbids me from dropping you after the third week of the class for any reason.*** Your only option after that date is to drop the class yourself. If you are absent for more than one week in a row you need to drop the class as you have failed the attendance requirements to earn a grade. You will receive and F in the class for not maintaining attendance requirements. If you stay in the class you will receive an F automatically. Hence, drop the class if you don't want that F in your records. Attendance is a mandatory state requirement.

Weekly Questions and Chat Requests:

I don't offer office hours because I am a part time or Adjunct Professor. However, in lieu of Office Hours I offer an online chat. I have tried to open a Chat Activity each week of the class in the past but students do not enter the chat. The reason is that student's schedules conflicts with the time I opened the chat sessions. Instead, I now offer you the option to request a chat session. I will then work with you to set up a day of the week and time we can both attend to hold the chat session. This works much better for both of us. The Chat Request thread is found on each Week's Questions?? Activity link. You can use the Questions?? Activity Link each week to post any questions you may have during the week as well. It is best to use the Questions Activity Link each week, instead of sending an email, because other students will benefit from the questions and answers. Other students are also welcome to provide answers to any weekly questions posted as well.

Hence, if you have any questions during a class week, use the Questions?? Activity link to post your weekly questions. Try not to use email and use the Questions?? Activity link instead. Use the Questions?? link to make chat request if you want.

Additional Recommendations:

- Read this course syllabus completely and make sure you understand it. Participate in the class discussion forums each week. Attendance and participation are measured by participating in the class discussion forums.
- If you are absent (no DQ answers on the designated days) in the first week of the class, and I have not received an email from you explaining your absence, I will drop you from the class for no show. Students that fail to attend (no DQ answers) and participate in the class discussion forum in the following two weeks of the course will also be dropped by the end of the third week of the class.
- Important, if you miss to participate in the discussion forums before the end of the third week, you will be dropped from the class. Attendance is done answering the DQs by the required days and by participating in the class week's discussion forums as explained.
- Beginning at the start of the 4th week and ending of the quarter you need to drop yourself from the class.

Academic Integrity Policy:

Students who cheat on an exam or a quiz, or help another person cheat on an exam or online quiz will be reported to Academic Affairs and the Dean of Instruction of De Anza College. The student will automatically receive an F for the Exam or Quiz grade.

De Anza College takes integrity violations seriously. Please, review De Anza Academic Integrity Code in this link:

<http://www.deanza.edu/studenthandbook/academic-integrity.html>

INTRODUCTION TO BUSINESS

Course Schedule

Course calendar (with weekly reading assignments and activities):

<i>Date</i>	<i>Activity</i>
Week 1	
	Read chapter 1
Week 2	
	Read chapter 2 Chapter 1 Quiz – Online
Week 3	
	Read chapter 3 Chapter 3 Quiz – Online
Week 4	
	Read chapter 4 Chapter 3 Quiz – Online Exam 1 Chapters 1, 2, 3 - Online
Week 5	
	Read chapter 5 Chapter 4 Quiz – Online
Week 6	
	Read chapter 6 Chapter 5 Quiz - Online Class Project Part I Deliverables Exam 2 Chapters 4, 5 – Online
Week 7	
	Read chapter 7

	Read chapter 8 ½ Chapter 6 Quiz – Online
Week 8	
	Read chapter 8 ½ Read Chapter 9 Chapter 7 Quiz – Online Exam 3 Chapters 5, 6, & 7 - Online
Week 9	
	Read chapter 10 Chapter 8 & 9 Quizzes – Online
Week 10	
	Read chapter 11 Chapter 10 Quiz - Online Class Project Part II deliverables Exam 4 Chapters 8 & 9 – Online
Week 11	
	Read chapter 12 Chapter 11 & 12 Extra Credit Quizzes – Online
Week 12	
Final Exam	
	Final Exam Chapters 10, 11 & 12 - Online - Online Opens on Thursday at 1:00 AM and closes at 11:59 PM

It is your responsibility to drop the class after the 3 weeks class census. After the end of week three I will remove all students that did not show up for the class and those students that have had more than 5 absents, or failed to participate in the class discussions. Hence, the online-class discussions

count as your attendance and not participating during the week constitutes a two days absence. After the census you are responsible to drop the class.

Special Note: The professor reserves the right to modify, change, or waive any part of the syllabus or the evaluation criteria for this course. He will give prior notification when modifications, changes, or waivers are in order.

Important Dates:

Monday, April 4 :: First day of Spring Quarter 2016

Saturday, April 16 :: Last day to [add](#) quarter-length classes. *Add date is enforced.*

Sunday, April 17 :: Last day to [drop](#) for a full [refund or credit](#) for all students (quarter-length classes only). Refund deadlines for all non quarter-length classes are in MyPortal, "View Your Class Schedule" link. *Drop date is enforced.*

Sunday, April 17 :: Last day to [drop](#) a class with no record of grade. *Drop date is enforced.*

Friday, April 29 :: Last day to [request pass/no pass](#) grade. *Request date is enforced.*

Friday, May 27:: Last day to [drop](#) with a "W." *Withdraw date is enforced.*

Saturday - Monday, May 28-30 :: Memorial Day Weekend (no classes)

Saturday - Friday, June 18-24 :: [Spring Final Exams](#)

Friday, June 24 :: Last day to [file for a spring degree or certificate](#)

Friday, June 24 :: Last day of Spring Quarter

Saturday, June 25 :: [Commencement Ceremony](#)

Monday, June 27 :: First day of Summer Session