

TOWSON UNIVERSITY
College of Business and Economics
Summer 2009

- Course:** EBTM 311 Principles of e-Business
Section 001: Monday - Friday, 8:00 - 10:40 AM
Stephens Hall Room 311
- Instructor:** Lawrence E. Burgee, Ph.D., Assistant Professor
Department of e-Business and Technology Management
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Blackboard: bbweb.towson.edu - 1091EBTM311806:
Principles of e-Business (EBTM311.001) - SU 09
- Office Hours:** By appointment during Summer session; please call or eMail.
- Required Text:** *e-Business - Strategic Thinking and Practice*, Second Edition (2006); Brahm Canzer; Houghton Mifflin; ISBN 0-618-51988-2.

Other Resources:

Additional reading materials may be provided periodically by the instructor to supplement the text and to illustrate real-world applications of the concepts discussed in class. Students will also be required to visit Internet websites and the school library for additional information. Students must have access to Blackboard, WebMail, WebDisk, and Microsoft Office 2007 (Word, Excel, PowerPoint, SharePoint Designer, and Picture Manager). Except for SharePoint Designer and Picture Manager, students are expected to already be familiar with the basic functions of these applications. Students can learn, enhance, and review the basics of these tools by visiting the OTS Self-Help Training Documents website at: <http://www.towson.edu/adminfinance/ots/trainingdoc/selfhelpdoc.asp> .

Course Description:

Catalog: Using resources on the Internet including design of Web pages and conducting business on the Net. Not open to those who successfully completed ECOM/MNGT 311. Prerequisites: MNGT 337/437. Majors only. Junior/Senior standing.

Expanded: The purpose of this course is to introduce students to various components and issues associated with e-Business so that they might understand how organizations can utilize these technologies for the fulfillment of organizational goals. Students learn about the background of e-Business, e-Business models, e-Commerce, strategies, infrastructure, security and privacy, social and political issues, electronic payment, online industries, and the future of electronic business.

Learning Goals:

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

- Evaluate existing e-Business websites, considering: cultural sensitivity, content, design, marketing, legal, ethical and social issues;
- Gain additional proficiency in Blackboard, e-Mail, and website publishing tools.
- Gain proficiency in HTML, SharePoint Designer (or equivalent application), and graphics editing software;
- Develop ability to synthesize and integrate information and ideas;
- Enhance communication skills and apply these skills in various assignments;
- Work well in groups and apply this skill in in various assignments;
- Develop time management skills;
- Develop ability to work independently outside the classroom structure.

Course Requirements:

Exams

There will be three examinations as part of the course requirements. Exam 3 is non-cumulative and will be held during the last class session. See the Class Schedule for actual dates. Unexcused absence from an examination will result in a zero (0) grade for that exam. Make-up exams will be given only if the student's absence has been excused by the instructor in advance. In cases of illness, a written excuse from the physician will be required.

Project

Students will complete a project during the semester. The project will consist of a written paper, an oral presentation, and a webpage. Guidelines for the project will be posted on Blackboard early in the semester and discussed in class. Late projects will not be accepted.

Class Participation

Class participation is comprised of multiple subjective and objective activities. These activities have been diversified to address student ability and interest. Subjective activity is your contribution to the class discussions based upon lectures and various class exercises. This contribution can take the form of asking thought provoking questions or providing examples of concepts discussed in class. Objective activity is primarily based on your completion of in-class exercises, group activities, and homework assignments. There will be approximately 8-12 of these activities worth 3-15 points each. Most of the participation activities will be graded on a pass/fail basis. Additionally, there will be at least one class participation point attributed to each class. It is your responsibility to read each chapter and be prepared to discuss it on the appropriate date (see Class Schedule). *If the instructor feels that students are not reading chapters and preparing for each class, pop quizzes may take the place of some components of class participation!*

Students are expected to arrive on-time and attend all classes. It is not possible to make up class work missed due to absence. The only exceptions to this rule will be for athletes who file the official documentation prior to a missed class, documented (doctor's note, etc.) cases of severe illness, or for religious reasons (must notify instructor at least 7 days in advance). Repeated lateness will result in lost class participation points. Food is prohibited from the classroom. **Please turn off or "quiet" your cell phones and "texting is strictly prohibited.** Do not use the classroom computers unless instructed to do so. The instructor

has the ability and reserves the right to monitor classroom computer activity.

Grading:

The breakdown of points to determine your grades is as follows:

Exam 1	200 points
Exam 2	200 points
Exam 3	200 points
Project	300 points
Class Participation (Objective) & Assignments	75 points
Class Participation (Subjective)	<u>25</u> points
Total	1000 points

Grades will be given on the basis of the following final point totals:

A	940 points and above
A-	900 - 939 points
B+	870 - 899 points
B	840 - 869 points
B-	800 - 839 points
C+	770 - 799 points
C	700 - 769 points
D+	670 - 699 points
D	600 - 669 points
F	Less than 600 points

Notes:

1. Graded exams, assignments, and projects may be retained by the instructor for future reference.
2. You are responsible for all material covered and any announcement made in any class session, whether you are present or not.
3. It is possible that certain components of Class Participation will be substituted as opportunities present themselves. This may include participation in one or more of the professor's research studies for which credit will be given.
4. Due to inclement weather or other unforeseen circumstances, it may be necessary to adjust the course content and schedule. The professor reserves the right to do this.

Inclement Weather / Class Cancellation:

In the event that a class is cancelled due to inclement weather or other adverse conditions, an alternate assignment will be posted on Blackboard within 6 hours.

CBE KSA Assessments:

The College of Business and Economics has developed a KSA (Knowledge, Skills, and Attitudes) Assessment program in order to comply with [AACSB](#) accreditation standards. The KSAs to be assessed for this course are to:

1. (2d) Use creative thinking methods to produce ideas;
2. (2f) Develop several workable solutions to a problem;
3. (2h) Demonstrate continuous learning (learning to learn);
4. (3a) Use software for writing, spreadsheets, databases, presentations and decision support;
5. (3c) Use eMail, World Wide Web, Internet and other contemporary electronic services;
6. (6e) Interact as a business professional with people of other cultures and sub-cultures;
7. (7a) Demonstrate effective team skills.

These KSAs will be addressed during the semester in exercises, assignments, projects, and other activities.

Academic Integrity:

Students are expected to be familiar with and adhere to the [Student Academic Integrity Policy](#) as published in the Towson University Undergraduate Catalog (Appendix F - Code of Conduct). In particular, students should be familiar with the definitions of plagiarism, fabrication and falsification, and cheating. *Students caught engaging in any of these activities will be immediately dismissed from class and issued a grade of "F".*

University Policies:

Writing Skills - Students are expected to display college-level writing skills. Students who lack writing proficiency will be required to visit the Writing Lab for supplemental instruction.

Repeated Course - All students may repeat any course once. If repeating, you are advised to inform the instructor. For a third attempt, the student must obtain prior written approval from the Academic Standards Committee. If a student enrolls for a third attempt without permission, they do so at their own risk.

Students with Disabilities - If you have a documented disability and require accommodations to obtain equal access in a course, contact the instructor at the beginning of the semester and when given an assignment for which an accommodation is required. Students with disabilities must verify their eligibility through the office of Disability Support Services.

Course Withdrawal - Please note that the **last day to drop the class** is noted in the online [Academic Calendar](#). Students that drop on or before this date will receive a "W" on their grade transcript. Withdrawal after that date will require an assignment of a letter grade for the course.

Notebook Computers:

We are fortunate enough to be using state-of-the-art notebook computers during classroom sessions in this course. All students will be issued instructions on the care and handling of

these machines and must sign an agreement that they will abide by the rules of use. Students will also be expected to assist the instructor with the distribution and collection of the computers. You *must* bring your Towson University One Card or driver's license in order to check-out and use a computer.

Course Content Schedule:

CLASS SCHEDULE		
Class	Date	Topics
1	Tue May 26	Syllabus; Notebook Computer Introduction Chapter 1: Exploring the World of e-Business
2	Wed May 27	Web Appendix: The Internet and Related Technologies Project Guidelines; Class Exercise - Image Editing
3	Thu May 28	Chapter 2: Environmental Forces Affecting Planning and Practice Class Exercise - HTML
4	Fri May 29	Chapter 3: Ethical, Legal, and Social Concerns Class Exercise - HTML
5	Mon June 1	Exam 1 Class Exercise - HTML
6	Tue June 2	Chapter 4: Developing e-Business Models Class Exercise - SharePoint Designer
7	Wed June 3	Chapter 5: Strategic Planning: A Multi-level Org. Approach Class Exercise - SharePoint Designer
8	Thu June 4	Chapter 6: Researching and Analyzing Opportunities for Growth Class Exercise
9	Fri June 5	Finish Chapter 4, 5, and 6 Discussions Class Exercise - SharePoint Designer
10	Mon June 8	Exam 2 Class Exercise - SharePoint Designer
11	Tue June 9	Chapter 8: Creating the Marketing Mix Class Exercise - Business Ideas
12	Wed June 10	Chapter 9: Organizational & Managerial Issues Class Exercise
13	Thu June 11	<i>Project Presentations</i> Chapter 11: Implementation; Small-Screen Design Considerations
14	Fri June 12	<i>Project Presentations</i> ; Course Evaluations Class Exercise
15	Mon June 15	Exam 3