

MIDSTATE COLLEGE
411 W. NORTHMOOR RD PEORIA, IL. 61614
(309) 692-4092 (800) 251-4299
Winter 2016

Course number and Name: MGT 420: Principles of E-Business

Credit hours: 4 quarter hours

Method of Delivery: Flex Learning

Course Description:

The student will differentiate between effective e-business strategies and effective “brick and mortar” business strategies. Topics include satisfying needs online, fundamental models of e-business, customer relations, analyzing markets, operations management, and financial planning. Students will examine techniques that have failed and study techniques that have been successful in the e-business environment.

Prerequisite: None

Text(s): Digital Business Concepts and Strategies

Author(s): Eloise Coupey

Publisher: Pearson Prentice hall, Copyright 2005, ISBN: 0-13-140097-9

Materials Needed For The Course: Access to hardware/software and equipment:

- Windows 2000 (XP recommended)
- Microsoft Word, PowerPoint and Excel 2003
- Java Software: Java Runtime Environment Version 5.0 Update 5 (<http://java.com/en/download/index.jsp>)
- Sound card
- Up-to-date virus protection
- Internet Access (DSL or Cable Modem preferred)
- Microsoft Internet Explorer 5.0 or higher preferred

Topics: Business and Internet

1. Framework for Digital Business
2. Internet Buyer Behavior
3. Internet Technology
4. Evolution of Digital Business
5. Strategic Planning for Digital Business
6. Developing Digital Business Intelligence
7. Digital Channels and Business Activities
8. Focus on Future Digital Business

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

1. Gain insight into the history of the Internet and World Wide Web.
2. Compare and contrast between online business and electronic commerce.
3. Interpret the characteristics of a typical online shopper.
4. Generate knowledge on how the Internet affects consumption behavior.
5. Identify and critique sources of challenges and opportunities for business in the Internet environment.
6. Distinguish between the primary regulatory agencies that affect digital business and how they operate.

7. Discuss and relate the key factors that drive change in the digital business environment.

Midstate Plagiarism Policy:

Plagiarism is using another person's words without giving credit to the author. Original speeches, publications, and artistic creations are sources for research. If students use the author's words in a paper or assignment, they must acknowledge the source. Plagiarism is strictly against the academic policy of the college and is grounds for failing the course. If repeated, plagiarism may result in suspension from the college. (See the Midstate College catalog and/or Student Handbook for additional information.)

In courses containing writing assignments, the college promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success:

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in room 218 (in person); (309)692-4092, extension 2180 (phone); studentsuccess@midstate.edu (email)

Instructor: Matt O'Brien, M.B.A.
Office Hours: Off-campus
Cell Phone: (610) 468-4202
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E-mail: mtobrien@midstate.edu

Midstate Grading Scale:

90-100 A
80-89 B
70-79 C
60-69 D
0-59 F

Policies and Procedures:

All weekly assignments are posted on or by Day 1 and are due on/by Day 7 of the week. Quizzes, Assignment Activities and Discussion Forums may become invisible after the due date has ended. Discussion Forum assignments and Weekly Summaries **can not** be completed after the week has ended. If you get permission to complete an Assignment Activity, the highest grade that can be attained after the due date will be 70%. Late work is accepted under extreme circumstances only; no exceptions. Assignments are to be submitted using Joule. Alternate arrangements can be made at the student's request. It is each student's responsibility to manage his or her time effectively and promptly communicate any delivery issues with the instructor.

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Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Participation Requirements:

Flex courses are taught both on-campus and through eLearning. Flex courses offer personalized learning where students can choose each week whether they want to attend on-campus, via eLearning, or both. The requirements and assignments will equal or exceed the requirements for the structured classroom course and be substantially fulfilled to the satisfaction of the instructor. Students are expected to engage with the instructor on a weekly basis with online or in the classroom environment. The information available to online flex students and in-class flex students remains consistent week-to-week.

Students are expected to participate in several discussion forums relating to the subject materials for the week. Discussions will take place in the weekly discussion forum(s) as assigned by the instructor. Students will read, analyze, and respond to questions and comments from the instructor and fellow students. Discussion boards require three postings per week – a substantial, 2-3 paragraph, initial response post and at least two additional postings to fellow students. Posts are expected to add to and/or further discussion in order to receive full points. Summary posts have a one post requirement (additional postings are encouraged) and should be 2 or more paragraphs in length.

Discussion board and summary questions will be covered in the classroom session and therefore are not required to be completed in Joule for students attending class in person. Discussion Boards/Participation account for 20% of the total course grade due to the high level of importance associated with student interactions, discussions, and critical thinking abilities. Proper grammar, punctuation, and common courtesy towards others is required.

Examination Information:

Following each covered section of the textbook there will be a weekly quiz. There will also be a Final exam. The quizzes will contain true/false, multiple choice, and/or short answer. The Final exam will be essay and/or short answer and are geared to invoke complex thinking and assess student understanding and application.

Methods of Evaluating Student Performance:

- Written assignments to assess students critical thinking ability
- Weekly discussions to assess students' understanding of core concepts
- Weekly quizzes, a midterm, and a final geared to assess understanding and advanced application of

Instructor's Grading Scale:

Discussion	20%
Assignments & Web Applications	20%
Weekly Quizzes	20%
Mid-term exam	20%
Final exam	20%

Barbara Fields Memorial Library

Contact Information:

Librarian: Jane Bradbury

Location: Room 403

Phone: 309-692-4092 ext. 4030

Fax: 309-692-3893

Email: library@midstate.edu

Library Hours:

Monday-Thursday 8:00 a.m. – 9:00 p.m.

Friday 8:00 a.m. – 4:30 p.m.

Saturday 9:00 a.m. – 12:00 p.m.

The Barbara Fields Memorial Library, located in Room 403 of the R. Dale Bunch Student Center, contains books, periodicals, and other materials to support the educational and cultural needs of students, faculty, and staff. Computers are available for student use during library hours.

The library also subscribes to several online research resources that give immediate access to digitized versions of professionally published content such as books, journal articles, popular magazines, and the like.

Research Guides:

Library guides are organized by subject that will give you access to all of the library resources like books, ebooks, reference materials, articles from subscription databases, business news and articles, company research, industry and economic data, tools for business, and writing and citation help. *Plus* you'll find links to websites, videos, tutorials, and more.

Access the Business Research Guides at this location:
<http://midstate.libguides.com/business> or follow the steps below:

1. Visit www.midstate.edu
2. Click on Library Resources at the bottom of the page
3. Click on “Click the Cloud” (in light blue color in middle of page)
4. Click on Business Resources

Course Overview

Note: The instructor reserves the right to modify the syllabus at any time should that action be deemed necessary.

WEEK 1:

Objectives

1. Introduction to course.
2. Begin familiarizing the student with the eLearning course format.

Assignments

1. Respond to the question in MGT 420 Week 1 Discussion Forum.
2. Take the Pre-Test Quiz. All students that take the quiz will receive 10 points for the “Quiz” grade for that week.
3. Read Chapter 1 in Coupey.
4. Submit all assignments as assigned by professor.

WEEK 2:

Objectives

Upon successful completion of this week, the student will be able:

- Gain insight into the history of the Internet and World Wide Web
- Compare and contrast between online business and electronic commerce.

Assignments

1. The Week 2 Quiz (Chapter 1 and 2) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 2 Discussion Forum.
3. Submit all assignments as assigned by professor

4. Read Chapter 2 in Coupey.

WEEK 3:

Objectives

Upon successful completion of this week, the student will be able:

- Interpret the characteristics of a typical online shopper
- Generate knowledge on how the Internet affects consumption behavior

Assignments

1. The Week 3 Quiz (Chapter 3) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 3 Discussion Forum.
3. Submit all assignments as assigned by professor.
4. Read Chapter 3 in Coupey.

WEEK 4:

Objectives

Upon successful completion of this week, the student will be able:

- Identify and critique sources of challenges and opportunities for business in the Internet environment. .

Assignments

1. The Week 4 Quiz (Chapter 4) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 4 Discussion Forum.
3. Submit all assignments as assigned by professor.
4. Read Chapter 4 in Coupey.

WEEK 5:

Objectives

Upon successful completion of this week, the student will be able:

- Identify and critique sources of challenges and opportunities for business in the

- Internet environment. .
- Distinguish between the primary regulatory agencies that affect digital businesses and how they operate

Assignments

1. The Week 5 Quiz (Chapter 5 and 6) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 5 Discussion Forum.
3. Submit all assignments as assigned by professor.
4. Read Chapter 5 and Chapter 6 in Coupey.

WEEK 6:

Assignments

1. Take the Mid-Term Exam (Chapters 1 – 6) posted in the MGT 420 Week 6 folder. The Exam will be posted by noon on Day 1 and must be completed by midnight on Day 7.
2. There are no Participation or Web application requirements for this week, although there will be a Discussion Forum you may use to post questions or concerns about the Mid-Term Exam.

WEEK 7:

Objectives

Upon successful completion of this week, the student will be able:

- Discuss and relate the key factors that drive change in the digital business environment
- Identify the effects of the Internet environment on the motivation, processes, and outcomes of strategic planning

Assignments

1. The Week 7 Quiz (Chapter 7 and 8) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 7 Discussion Forum.
3. Submit all assignments as assigned by professor.
4. Read Chapter 7 and Chapter 8 in Coupey.

WEEK 8:

Objectives

Upon successful completion of this week, the student will be able:

- Recognize the benefits of the Internet for business research.
- Understand the ways in which online content affects business activity decisions.

Assignments

1. The Week 8 Quiz (Chapter 9 and 10) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 8 Discussion Forum.
3. Submit all assignments as assigned by professor.
4. Read Chapter 9 and Chapter 10 in Coupey.

WEEK 9

Objectives

Upon successful completion of this week, the student will be able:

- Recognize the relationship aspects of channel structure and performance

Assignments

1. The Week 9 Quiz (Chapter 11) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 9 Discussion Forum.
3. Submit all assignments as assigned by professor.
4. Read Chapter 11 in Coupey.

WEEK 10:

Objectives

Upon successful completion of this week, the student will be able:

- Identify the key differences between B2B and B2C exchange processes.

Assignments

1. The Week 10 Quiz (Chapter 13) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 10 Discussion Forum.
3. Submit all assignments as assigned by professor.
4. Read Chapter 13 in Coupey.

WEEK 11:

Objectives

Upon successful completion of this week, the student will:

- Understand the difference between initiating relational exchange, and developing and maintaining the exchange.

Assignments

1. The Week 11 Quiz (Chapter 14) will be posted by noon on Day 1. The quiz is to be completed by midnight on Day 7.
2. Respond to the question in MGT 420 Week 11 Discussion Forum.
3. Submit all assignments as assigned by professor.
4. Read Chapter 9 in Coupey.

WEEK 12:

Assignments

1. Take the Final Exam (Chapter 7 – 11, 13, 14) posted in the MGT 420 Week 12 folder. The Exam will be posted by noon on Day 1 and must be completed by midnight on Day 7. There is no Discussion Forum or Web application for this week. Good luck!