RYERSON UNIVERSITY

Ted Rogers School of Information Technology Management
And G. Raymond Chang School of Continuing Education

(C)ITM 350 – Concepts of e-Business

COURSE OUTLINE FOR 2019-2020

1.0 PREREQUISITE(S)

[(C)ITM 100 or (C)ITM 102] or Direct Entry or in the two-year Business Tech. Ontario College Diploma Graduate Program

2.0 INSTRUCTOR INFORMATION

- Name:

- Office Phone Number:

- E-mail address:

- Faculty/course web site(s): https://my.ryerson.ca

- Office Location & Consultation hours:

  - Your instructor is available for personal consultation during scheduled consultation hours which are posted on their office door or on the course shell in D2L Brightspace. However, you are advised to make an appointment by e-mail or by telephone before coming to ensure that the professor is not unavoidably absent.

  - E-mail Usage & Limits:

In accordance with the policy on Ryerson Student e-mail accounts (Policy 157), *Ryerson requires that any official or formal electronic communications from students be sent from their official Ryerson E-mail account.* As such emails from other addresses may not be responded to. Students are expected to monitor and retrieve messages and information issued to them by the University via Ryerson online systems on a frequent and consistent basis.

3.0 CALENDAR COURSE DESCRIPTION

This course explores the concepts, technology, and applications of electronic business (e-Business). It covers the technical, social, and business changes that contribute to the evolution of e-Business and its importance to today's business activities. It reviews how to develop business strategies and architectures to seize these opportunities. It explains the technological infrastructure needed to

support an e-Business system and describes how these systems are built. The course also examines characteristics and examples of e-Business.

4.0 COURSE OBJECTIVES AND LEARNING OUTCOMES

The purpose of this course is to provide students with an opportunity to develop an understanding of current trends in the evolution of the "Digital Economy" and the specific issues related to doing business in this new economy. Thus, the focus will be on the practical implications in the field of Electronic Business, and its current trends.

Students will gain practical and theoretical knowledge of how new e-Business applications and models allow enterprises to operate digitally, or engender new business ventures. The course will take a business and technical perspective. Students are expected to bring a good understanding of the use of the Internet, as well as a basic competence in such fields as business marketing, accounting and the use of information technology. In this course they will learn how to apply their knowledge to this continuously emerging field.

The students in this course will build on previous knowledge and experiences of business fundamentals and the application of technology to support business operation in a digital marketplace. ITM350 concentrates on the application of technology to support e-Business strategy and initiatives in today's digital economy. The learning objectives for this course are: (1) to develop a comprehensive knowledge of e-Business models; (2) to acquire the skills to analyze the effectiveness of an organization's Internet presence and eBusiness initiatives; (3) to develop the competencies to investigate potential opportunities in the e-Business domain;and (4) to apply the concepts to an e-Business project.

The objectives of the course are to enable students to develop and improve skills in:

1 understanding of the fundamental social, business and technology drivers in the digital economy;
2 understanding the current status of e-Business and follow its evolution;
3 explaining how basic business functions (such as marketing, sales, manufacturing, distribution and customer service) are affected by e-Business;
4 discussing outstanding issues in this new field (such as copyright, privacy, consumer protection, taxation and payment flows), as well as likely future developments;
5 thinking critically about e-Business initiatives and opportunities; and developing their own e-Business venture.

Learning outcomes
1) Plan, design and create an e-commerce site based on principles discussed in class and hands-on activities.
2) Evaluate and provide constructive feedback to peers.
3) Compare and contrast various e-business, e-marketing and financial models.
4) Assess and recommend security and analytics options for an e-commerce site.

5.0 TEXTS & OTHER READING MATERIALS

Title: E-Commerce 2019: Business, Technology and Society (15th Edition)
Author: Kenneth C. Laudon, Carol G. Traver
Publisher: Pearson
ISBN: 978-0134998459

6.0 TEACHING METHODS

This course will incorporate the following teaching/learning methods:

Lectures, readings, case study analysis, discussions and hands-on activities are the primary teaching methods in this course. Students are expected to have studied the assigned readings and completed any online or written pre-class assignments prior to attending the lectures. The lectures will review and expand the textual material and provide students with the professor's commentary, examples, and illustration. The . The case studies will be used to reinforce the application of various e-Business concepts and demonstrate some of the dynamics that would apply in a situation. Discussion of the cases could focus on the behavioural elements, positivistic aspects of the underlying issues, or in some cases can include a speculative element.

The laboratory/hands-on activities will mainly focus on individual work. There will be five laboratory assignments associated with the laboratory component of this course.

For term project, students are to work in teams of 2-4 individuals to create a small e-commerce site/auction or mobile app depending on their level of skill or interest. Students are to present their idea and plan, provide a work in progress report and demonstration, develop their final site, prepare a marketing, security, and payment strategy and then present their final project. Students are also expected to carry out a peer evaluation for the other projects in the class during the work-in-progress and final presentations.

The presentation will be evaluated by the instructor, judges, and your classmates. Team members are expected to equally contribute to the project

7.0 EVALUATION, ASSESSMENT AND FEEDBACK

The grade for this course is composed of the mark received for each of the following components:

Evaluation Component	Percentage of the Final Grade
Lab Assignments	30%
Project	30%
Final Examination	40%
Total	**100%**

NOTE: Students must achieve a course grade of at least 50% to pass this course.

❖ At least **20%** of student's grade based on individual work will be returned to students <u>prior</u> to the last date to drop a course in <u>good academic standing</u> .

Citation Format for Essays and Term Papers

All essay assignments, term paper and other written works must adhere with APA citation format. Technical errors (spelling, punctuation, proofing, grammar, format, and citations) and/or inappropriate levels of language or composition will result in marks being deducted. You are encouraged to obtain assistance from the Writing Centre (www.ryerson.ca/writingcentre) for help with your written communications as needed.

You can find APA guidelines and academic referencing from the following online resources:

<u>Student Learning Support > Online Resources > Writing Support Resources</u>
- <u>APA Basic Style Guide</u>

<u>Ryerson Library Citations and Style Guides</u>
- <u>APA Style</u>

8.0 TOPICS – SEQUENCE & SCHEDULE

Session	Topic	Learning Outcomes	Reading(s)	Activities & Due Dates
1	Introduction	-Discuss the primary technological building blocks underlying e-commerce -Recognize major current themes in e-commerce	Chapter 1	Lab 1: E-commerce: Amazon, Alibaba and Kijiji **Handout:** Lab 1 assignment Project proposal assignment
2	E-commerce Business Models	-Identify the components of e-business models -Describe major B2C and B2B business models -Examine key business concepts and strategies applicable to e-commerce	Chapter 2	Lab 2: Using metrics for evaluating e-commerce sites **Handout:** Lab 2 assignment
3	E-commerce Infrastructure	-Explain the current structure of the Internet -Describe how Internet and Web features and	Chapter 3	**Student Submission:**

		services support e-commerce -Explore the impact of mobile applications		Lab 1 60-second presentation and infographic on e-commerce topics
4	Building an E-commerce Presence	-Explain the process that should be followed in building an e-commerce presence -Discuss the major considerations involved in choosing the most appropriate hardware and database engine for an e-commerce site -Explore the important considerations involved in developing a mobile website and building mobile applications	Chapter 4	Lab 3 – Shopify **Handout:** Final project outline **Student Submission:** Lab 2 Project proposal
5	E-commerce Marketing and Advertising Concepts Social, Mobile, and Local Marketing	-Examine the key features of the Internet audience and consumer behaviour -Discuss the main technologies that support online marketing -Analyze the cost and benefits of online marketing communications -Describe the social marketing process -Identify the key elements of a mobile marketing campaign -Explore the capabilities of location-based local marketing	Chapters 6 & 7	Lab 4 – Wix/ WordPress
6	Social Networks, Auctions, and Portals B2B E-commerce SCM and Collaborative Commerce	-Describe the different types of social networks and online communities and their business models	Chapter 11 & 12	Lab 5: Online auction tools

		-Describe the major types of auctions, their benefits and costs - appropriate for e-commerce -Describe the major types of Internet portals and their business models -Discuss the evolution and growth of B2B e-commerce -Explore how procurement and supply chains relate to B2B e-commerce		**Handout:** Lab 3, 4, 5 comparison assignment
7	Online Content and Media	-Explore the major trends in the consumption of media and online content, the major revenue models for digital content delivery, digital rights management, and the concept of media convergence -Discuss the key factors affecting the online entertainment industry	Chapter 10	Lab 6: Mobile e-commerce - Compare iStore versus Google Playstore for advertising/pricing and procedure **Handout:** Lab 6 assignment **Student Submission:** Lab 3, 4 & 5 comparison
8	Work-in-progress group meetings and peer evaluation – **Student Submission:** Progress report and peer evaluations			
9	E-Commerce Analytics	- Explore the basic concepts and functionality of analytics tools and options available for e-commerce - Discuss the uses, benefits and gaps of analytics tools - Discuss impact of analytics on e-	Course reading	Lab 7: E-commerce analytics tools **Handout:** Lab 7: Assignment

		commerce and business practices - Apply analytics to project.		
10	E-commerce Security and Payment Systems Ethical, Social, and Political Issues in E-commerce	Discuss the scope of e-commerce crime and security problems -Identify the key security threats in the e-commerce environment -Describe the features and functionality of electronic billing presentment and payment systems -Discuss why e-commerce raises ethical, social, and political issues -Explore the basic concepts related to privacy and information rights, the practices of e-commerce companies that threaten privacy, and the different methods that can be used to protect online privacy	Chapters 5 & 8	Lab 8: SEO techniques **Handout**: Lab 8 assignment **Student Submission:** Lab 7 assignment
11	Online Retailing and Services	-Discuss the environment in which the online retail sector operates today -Explain how to analyze the economic viability of an online firm -Explore current trends in the online career services industry	Chapter 9	Presentations **Submission:** Lab 8 assignment
12	Project Presentations	Group presentations		Presentations **Student Submission**:

				Final project report, peer reviews and e-commerce site URL

9.0 VARIATIONS WITHIN A COURSE

All sections of a course (Day and CE sections) will follow the same course outline and will use the same course delivery methods, methods of evaluation, and grading schemes. Any deviations will be posted on D2L Brightspace once approved by the course coordinator.

10.0   OTHER COURSE, DEPARTMENTAL, AND UNIVERSITY POLICIES

For more information regarding course management and departmental policies, please consult the '**Appendix of the Course Outline**' which is posted on the Ted Rogers School of Information Technology Management website.

NOTE: Students must adhere to all relevant university policies found in their online course shell in D2L and /or on the following URL: senate-course-outline-policies.

The appendix covers the following topics:

1.   Attendance & Class Participation

2.   Email Account

3.   Request for Academic Consideration

4.   Examinations & Tests

5.   Late Assignments

6.   Standard of Written Work

7.   Academic Grading Policy

8.   Academic Integrity

9.   Student Rights