

Business Administration

Course Number: Bl	JΑ	D:	335
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Course Title: **ELECTRONIC COMMERCE**

Credits: 3

Calendar Description: This course focuses on the recent growth of buying and selling

goods and services over the Internet. It will examine Internet technology relevant to areas of existing marketing knowledge. A framework for understanding internet marketing and associated

business models, online marketing possibilities, and

implementation issues are covered. (also offered by Distance

Education)

Semester and Year: WINTER 2021

Prerequisite(s): BUAD 200 and COSC 119 or BUAD 128 and BUAD 200 and

minimum third-year standing

Corequisite(s): No

Prerequisite to: No

Final Exam: Yes

Hours per week: 3

Graduation Requirement: Elective – BBA, Marketing option

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Substitutable Courses: No.

Transfer Credit:

Special Notes:

Development Date: November 2012

Revision Date: November 2013

Chair's Approval:

Professors

Pam Nelson Course Captain	Virtual office only	pnelson@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- discuss the current realities and potential for electronic commerce.
- describe the major business strategies for e-commerce including e-commerce business models and transaction-based websites.
- describe the current legal and ethical issues surrounding e-commerce.
- create a basic website prototype utilizing professional website development tools.

Course Objectives

This course will cover the following content:

* Please refer to the Course Schedule and Moodle for weekly topics and course objectives

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional