

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 424 E-COMMERCE

COURSE DESCRIPTION

This course explores how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and ethical challenges of electronic commerce.

RATIONALE

No marketer can operate successfully or efficiently without a thorough understanding and proper application of e-commerce as part of his/her overall marketing strategy. This course, an elective course for the undergraduate Marketing study, will provide the student with the knowledge and abilities essential to survival in tomorrow's business world.

I. PREREQUISITES

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Describe the role of e-commerce in designing and delivering superior value.
- B. Compare and contrast differences of Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), Peer-to-Peer (P2P), and m-commerce under the e-commerce umbrella models of e-commerce.
- C. Demonstrate conceptual understanding of e-commerce privacy and information rights that consumers have and ethical concepts surrounding the field of e-business.
- D. Evaluate the costs and benefits of online marketing and branding strategies in the field of e-commerce.

- E. Relate a Christian worldview to the leadership skills necessary to build an effective e-commerce business.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations

- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (8)

Discussion boards are collaborative learning experiences. Therefore, the student is required to post a thread of at least 350 words each module/week to the provided prompt. The student must also reply to at least 3 other classmates' threads.

Replies must contribute a substantive response, amplify, or otherwise positively critique classmates' scholarship. Each reply must be at least 200 words.

- D. Integration of Faith and Learning Paper

The student will discuss Christian leadership principles that will be necessary for leading an e-commerce business. This paper must be a minimum of 500 words and must include a minimum of 1 outside reference in addition to Scripture. Current APA format must be used.

- E. E-Commerce Research Project

The student will develop a research paper on e-commerce highlighting best-in-class examples of B2C, B2B, C2C, and m-commerce. Then, the student must come up with examples of companies/products/services that are not currently applying any of the 4 e-commerce approaches. The student must apply the concept to the scenarios as an improvement on how business could be conducted by these customers and/or business environments (different companies can be used for each of the 4 examples). This paper must be 2,000–2,500 words and must include a minimum of 8 outside references, with at least 1 reference from a journal or other peer-reviewed reference source. Current APA format must be used.

- F. Exams (4)

Each exam will be open-book/open-notes, contain 49 questions, and have a time limit of 1 hour and 30 minutes.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (8 at 50 pts each)	400
Integration of Faith and Learning Paper	50
E-Commerce Research Project	150
Exams (4 at 100 pts each)	400
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 424

Textbook: Laudon & Traver, *E-Commerce 2016: Business, Technology, Society* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Laudon & Traver: ch. 1 1 video	Course Requirements Checklist Class Introductions DB Forum 1	10 0 50
2	Laudon & Traver: ch. 2 1 video	DB Forum 2 Exam 1	50 100
3	Laudon & Traver: ch. 3 1 video	DB Forum 3 Integration of Faith and Learning Paper	50 50
4	Laudon & Traver: chs. 4–5 1 video	DB Forum 4 Exam 2	50 100
5	Laudon & Traver: ch. 6 1 video	DB Forum 5	50
6	Laudon & Traver: chs. 7–8 1 video	DB Forum 6 Exam 3	50 100
7	Laudon & Traver: chs. 9–10 1 video	DB Forum 7 E-Commerce Research Project	50 150
8	Laudon & Traver: ch. 11 1 video	DB Forum 8 Exam 4	50 100
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.