

**Note: This syllabus is subject to change.**

**Syllabus • Fall 2023 • Business 76, Code 41652 • E-Commerce/Entrepreneurship • August 21 to December 16, 2023**

Joshua Coplen • Master of Business Administration - CSU, Chico • MS/Accounting - CSU, Sacramento

530-227-5457 • [jcoplen@peralta.edu](mailto:jcoplen@peralta.edu)

Canvas Help desk (technical problems only): 844-600-4955

Office Hours (call or email me): Tuesdays 11am-1pm, Pacific Standard Time

Revised June 6, 2023

**Login Information**

**This course is delivered online using the Canvas course platform. Login instructions can be found at: <http://web.peralta.edu/portal>.**

**There will be no in-person class meetings.**

Be sure to update your email address on your Student Passport Account.

**Description**

Introduction to principles of international e-commerce and entrepreneurship: Emphasis on developing a business plan for conducting only commerce; market analysis; product access; payment methods; promotion; and back-end technology requirements for creating an e-commerce site.

Units: 3

No prerequisites required

Acceptable for credit: UC/CSU

**Course Objectives**

Upon completion of this course, students will be able to:

1. Demonstrate a working knowledge of the history of e-commerce and its impact on today's international business world.
2. Identify the important characteristics of a successful entrepreneur.
3. Discuss the roles and responsibilities of each member of an e-business team; Producer, marketing staff, designer, engineer, ISP, etc.
4. Create a business plan, including a self-evaluation checklist for your business to identify feasibility of an e-commerce application.
5. Identify different methods consumers use to access online products, including search techniques used to find web sites and access methods within sites.

**Student Learning Outcomes**

1. Create a business plan for an e-commerce business.

2. Describe the various methods in which secure payment transactions are made over the Internet.
3. Evaluate strengths and weakness in e-commerce site design and usability.

### Grades

**Homework Assignments:** 100 points; 5 assignments worth 20 points each

**Class Project:** 50 points

Each student will work on an entry-level project (appropriate for students with little or no experience in e-commerce).

**Business Plan:** 50 points

**Class Discussions:** 160 points; best 8 out of 9 at 20 points each (lowest score will be dropped)

**Exam:** 200 points; two exams worth 100 points each

**Total: 560 points**

**Extra Credit Assignments (optional):** 40 points; 2 assignments worth 20 points each

Note: When you complete your response in a threaded discussion, highlight your entry and copy the text just prior to submitting. In the event that time has elapsed and an error occurs in the program, all your work could be lost. However, you now have a copy that you can paste and re-submit.

A= 90-100%   B= 80-89.99%   C= 70-79.99%   D= 60-69.99%   F= Below 60%

### Class Materials

Lauden and Traver. *E-Commerce 2021: Business, Technology, and Society*. 16th Edition. Pearson, 2022. ISBN: 9780136931805

This book is also available as an e-book (ISBN: 9780136931829).

Note: Only the book itself is required. No access codes are used.

### Due Dates

(Please note that I reserve the right to make changes)

**Week 1:** 8/21 to 8/27 (Module 1)

Order book, login to class, read the Module 1 materials, and become familiar with online course system.

Extra Credit Quiz: Due Sunday

**Week 2:** 8/28 to 9/3 (Module 2, Chapter 1)

Note: You can do the week 2 work without the book, but be sure to order it soon if you haven't already.

Read all materials in the Module and also the chapter in the book.

1st Discussion posting: Monday–Friday

2nd Discussion posting: Monday-Sunday

**Week 3:** 9/4 to 9/10 (Module 3, Chapter 2)

**Monday: Labor Day – Holiday Observance**

Read all materials in the Module and also the chapter in the book.

1st Discussion posting: Tuesday-Friday

2nd Discussion posting: Tuesday-Sunday

Homework: Due Sunday

**Week 4:** 9/11 to 9/17 (Module 4, Chapter 3)

Read all materials in the Module and also the chapter in the book.

Homework: Due Sunday

**Week 5:** 9/18 to 9/24 (Module 5, Chapter 5)

Read all materials in the Module and also the chapter in the book.

1st Discussion posting: Monday-Friday

2nd Discussion posting: Monday-Sunday

Homework: Due Sunday

**Week 6:** 9/25 to 10/1 (Module 6, Chapter 6)

Read all materials in the Module and also the chapter in the book.

1st Discussion posting: Monday-Friday

2nd Discussion posting: Monday-Sunday

**Week 7:** 10/2 to 10/8 (Module 7, Chapter 7)

Read all materials in the Module and also the chapter in the book.

**Week 8:** 10/9 to 10/15 (Module 8, Midterm Exam)

Midterm Exam: Monday-Sunday (covers everything up to this point)

**Week 9:** 10/16 to 10/22 (Module 9, Chapter 8)

Read all materials in the Module and also the chapter in the book.

1st Discussion posting: Monday-Friday

2nd Discussion posting: Monday-Sunday

Homework: Due Sunday

**Week 10:** 10/23 to 10/29 (Module 10, Chapter 9)

Read all materials in the Module and also the chapter in the book.

Extra Credit Assignment #1 (optional): Due Sunday

**Week 11:** 10/30 to 11/5 (Module 11, Chapter 10)

Read all materials in the Module and also the chapter in the book.

1st Discussion posting: Monday-Friday

2nd Discussion posting: Monday-Sunday

**Week 12:** 11/6 to 11/12 (Module 12, Chapter 11)

**Friday: Veterans Day - Holiday Observance**

Read all materials in the Module and also the chapter in the book.

1st Discussion posting: Monday-Friday

2nd Discussion posting: Monday-Sunday

Homework: Due Sunday

**Weeks 13 and 14:** 11/13 to 11/22 (Module 13, Class Project)

Read all materials in the Module.

1st Discussion posting: due Sunday 11/20

2nd Discussion posting: due Wednesday 11/23

Class Project: Wednesday 11/24

### **Thursday-Sunday (11/23 to 11/26) Thanksgiving – Holiday Observance**

**Weeks 15 and 16:** 11/27 to 12/10 (Module 14, Business Plan)

Read all materials in the Module.

1st Discussion posting: due Sunday, 12/3

2nd Discussion posting: due Sunday, 12/10

Business Plan: due Sunday, 12/10

Extra Credit Assignment #2 (optional): Due Sunday, 12/10

**Week 17:** 12/11 to 12/16 (Module 15, Second Exam)

Second Exam (covers everything since the Midterm Exam; 50 multiple-choice questions; 120 minutes): Monday-Friday

Items should be submitted by 11:59pm, Pacific Standard Time of the due date.

By the way, I suggest completing all course activities (quizzes, discussions, homework, etc...) at least one day prior to the due date. That way, if you have a computer related problem, you'll have time to complete the activity. While you are free to wait until the last day or even last minute to complete course activities you do so at your own risk. You also need to have an alternate internet connection.

### **Class Policies**

- All correspondence via email must include **Course Number (BUS 76) Last Name, and First Name** in that order (for example: 76, Smith, William,). **Any email sent to me without that format, will not get a response.** Once the semester begins, I receive between 100-150 emails a day. On top of that, many people use only their screen names, assuming that I would somehow know who they are. So to manage the volume of correspondence, I request this information. Thanks.
- If your question is personal in nature, please use email. **When in doubt, use email.**
- Because I regard this class as I would any job responsibility, I will hold you to strict standards of timeliness and ethics. In this regard, late work is unacceptable. Any assignment that is not submitted by the due date may receive zero points. With regard to ethical conduct, it is my sincere hope that no student in this class submits work which is not his or her own. Any assignment that is not written solely by the student whose name appears on the submission, will automatically receive a grade of zero (0) for the assignment. Similarly, if a student is determined to have cheated on an exam, the student will receive a score of "0" for the exam.
- **Any requests for accommodation during the semester for such things as religious holidays or disability must be presented to the instructor in writing no later than 1 week after class begins.**
- The instructor reserves the right to make changes in this course schedule.

### **Frequently Asked Questions**

- **When do classes meet?**  
There are no scheduled on-campus or on-line class periods. The entire course is asynchronous and can be accessed at your convenience. Your only requirement is to complete assignments and exams as scheduled on the syllabus.
- **Are the classes different from "on-campus" classes?**  
NO. The content is identical. Only the delivery method differs. Your transcript will NOT identify this course as an online class.
- **Is this method of delivery for everyone?**  
Absolutely NOT. You must be a self-directed student who can plan their schedules to accommodate the deadlines outlined in the syllabus. It is very easy to fall behind in this course.
- **Is an online course right for me?**  
Students who are self-empowered are often successful at surviving the on-line journey and reaching the endpoint of their cyber course. Students who perform at his or her full potential, has high self-esteem, welcomes change and is willing to assume responsibility, make decisions, and express opinions, are successful cyber learners.
- **What are some potential problems?**  
Avoid traps. Don't set yourself up for doom by procrastinating, blaming others, mismanaging time or technology. Cyber students are often in multiple life roles and time is a valuable commodity.
- **What are class discussions?**  
They are asynchronous class discussions, much like a bulletin board. You can respond to my comments or your classmates' comments. Post your responses and comments on the website. Do not email your responses. You participate at your leisure, but must complete them during the assigned time frames.
- **What are the arranged hours?**  
This is the time that you will spend on the course over the Internet.
- **Will the class meet on campus?**  
No.
- **Do we have to meet online at a specific time?**  
No.
- **How do I take exams?**  
Over the Internet. They are written with this in mind.
- **Do I need to buy the textbook?**  
Yes.
- **Where do I find my grades?**  
The Gradebook in the course shell. See the tabs once you enter the class.
- **I have sent you email, but you have not responded?**  
As described in the syllabus: "All correspondence must include your last name, first name, and class enrolled in that order." I receive a large volume of email. Much of it is junk. The only way I can distinguish between my students email and "junk" is by you following this request. Also, I do not respond to anonymous email. That is, people who only include their "email name", such as, ["seacastle@aol.com"](mailto:seacastle@aol.com).

*With these issues out of the way, your online course should move along smoothly. The occasional Internet hiccups should not prevent you from doing well in the course.*

*One final note... Everyone comes to the class with different expectations. Let me address one of those expectations. An online course DOES duplicate the content of the traditional course, but NOT the delivery. An online course relies on the self-directed student completing the assignments on their own time schedule while meeting the posted deadlines. It is very easy to fall behind in an online class.*

## Code of Academic Conduct and Reporting Policy

Laney College, as a community-oriented, open door, educational institution whose purpose is to educate and enlighten members of the community who seek knowledge, cannot and will not tolerate academic dishonesty. In order to uphold the academic integrity of the institution, all members of the academic community, faculty and students alike, must assume responsibility for providing an educational environment of the highest standards, characterized by a spirit of academic honesty; therefore, given this premise, under no circumstances will academic dishonesty be tolerated at this institution. Any form of cheating or copying on exams or assignments will result in a 'zero' for the exam or assignment, and the student's name will be given to Student Services for violation of the Student Standards of Conduct.

## Open Access Campus

Laney College does not discriminate on the basis of age, race, religion, color, gender identity, gender expression, sexual orientation, ancestry, citizenship, national origin, military or veteran status, disability, marital status, pregnancy, medical condition, and immigration status.

## Campus Computer Labs

Enrolled students have access to a computer and printer at the following campus locations: **Bus Lab (F251), Accounting Lab (F254), Computer Lab (F170)**, and Laney's Library. Click on link <http://laney.edu/library/hours/> for library hours and additional library support available. Visit the various campus locations for computer lab hours.

## Student Accessibility Services (SRC)

The SRC provides support and resources to enrolled students with disabilities or learning challenges to ensure equal access in classes ([https://laney.edu/Student\\_Accessibility\\_Services/](https://laney.edu/Student_Accessibility_Services/)). Enrolled students may call (510) 464-3428 for hours or to schedule an appointment. **It is the student's responsibility to contact the course instructor by the second week of class regarding the approved SRC's accommodation letter to review and discuss the implementation process.** Student must provide a copy of the accommodation letter to the course instructor.

## Withdrawal from Class

- Students may withdraw from any class by **September 4**. No entry will appear on the students' permanent record.
- Students may withdraw from any **Fall** semester class, whether passing or failing, at any time by **November 17** and receive a "W" grade.
- Students who withdraw after this period will receive a letter grade (including an "F" if failing) on the students' permanent record.
- Students finding it necessary to withdraw from class at any time after registration must obtain a withdrawal card from the office of Records and Admissions.