

**CASPER COLLEGE COURSE SYLLABUS
(BADM 2040 – e-Commerce)**

Semester/Year: Fall/2007

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Class Time: 3:00pm to 4:15pm

Days: M-W

Room: BU310

Instructor's Name: Todd Cotton

Instructor's Contact Information:
BU109

Office Phone: 307-268-3045
Office Phone: 307-268-2273

Email:
tcotton@caspercollege.edu

Office Hours:

M & W - 8:00am-9:00am, 4:00pm-6:00pm

Friday - 8:00am-9:00am

T-Th - By Appointment

Course Description: This course will teach Students about the ever changing world of e-Commerce and retailing on the World Wide Web. Topics will include Internet Retailing, Multi-Channel Retailing, Consumer Channels and Design, Existing Customers and Sales, Expanding Markets, B2B e-Commerce, e-Procurement, Dynamic Bidding, Supply Chain Coordination, Online Surveys and Quality, Demographic Design, Organization of Online Tasks.

Statement of Prerequisites: N/A

Goal: Upon completion of the course, Students will have a firm grasp on the concepts of e-Commerce in a global marketplace.

Outcomes: Upon completion of the course, Students will have a firm grasp on the concepts of e-Commerce in a global marketplace.

Methodology: Lecture, Demonstration, Online Research, Video, Critique, Hands-on Experience, etc.

Evaluation Criteria: Course assignments will be given during each preceding class based on the attending course outline.

1. The Student will be expected to fully participate in the daily discussions and lecture class sessions.
(1/4 grade based on a 100 point grading scale)

2. Attendance, participation and depth of discussion and research will be subjectively evaluated by the Instructor.

(1/4 grade based on a 100 point grading scale)

3. A written Mid-Term Examination.

(1/4 grade based on a 100 point grading scale)

4. A written Final Examination.

(1/4 grade based on a 100 point grading scale).

(100 to 90% = **A**, 89 to 80% = **B**, 79% to 70% = **C**, 69% to 60% = **D**, 59% or less = **F**)

Required Text, Readings, and Materials: Unfettered access to the World Wide Web and purchase the book, *Internet Marketing and e-Commerce* by Ward Hanson, Kirthi Kalyanam in Casper College Bookstore.

Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade: (college deadline)

Attendance policy: Attend class...

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code

for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any issues with this class, you should first contact the Instructor in order to solve the problem. If you are not satisfied with the solution offered by the Instructor, you should then take your problem through the appropriate chain of command starting with the Department Head (Georgia Wheatly), then the Division Chair (Liz Ott), and lastly the Vice President for Academic Affairs (Dr. Carmen Simone).

Academic Dishonesty - Cheating & Plagiarism: Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct.

ADA Accommodations Policy: It is the policy of Casper College to provide appropriate accommodations to any student with a documented disability. If you have a need for accommodation in this course, please make an appointment to see me at your earliest convenience.

Calendar or schedule indicating course content:

Viewable online at <http://www.caspercollege.biz/classes.html>

Please be aware that it may be updated periodically with more detailed information.