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 Word
   (Microsoft Office is available at a special discount to Liberty University students.)

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 presentations

B. Course Requirements Checklist

After reading the 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 will post a thread of at least 350 words each module/week. 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

Relate 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 beyond 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, P2P, and m-commerce. Then, the student must come up with examples of companies/products/services that are not currently applying any of the 5 e-commerce approaches, and 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 5 examples). This paper must be 2,000–2,500 words and must include a minimum of 8 outside references with at least 1 being 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

<table>
<thead>
<tr>
<th>Course Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board forums (8 at 50 pts each)</td>
<td>400</td>
</tr>
<tr>
<td>Integration of Faith and Learning Paper</td>
<td>50</td>
</tr>
</tbody>
</table>
B. Scale

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

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. 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**


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

**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**.