



Introduction to Electronic Commerce BUS 130 -- Spring 2012

Welcome to distance education at Cuesta College!

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Course Overview

This fast-paced, condensed 9-week course provides an overview of electronic commerce. Business models underlying e-commerce are studied, and information is presented with a balanced approach between business analysis, marketing, network technology, and Web site considerations.

This course is intended for individuals interested in gaining an overview of electronic commerce and its history, business models, implementation options and revenue generation potential. It should be viewed as a solid introduction to a broad set of topics, any one of which the student may want to focus upon as an area of specialization in the future, and a good prerequisite for a number of more specialized courses in the Electronic Commerce series and in the Business Education department.

Course Prerequisites

There are no prerequisites, as this is a foundation E-Commerce course. An understanding of basic business, which can be gained through the introductory courses offered by the Business Education division, would be very helpful.

The instructor assumes students have a familiarity with general business and marketing concepts but no previous knowledge of electronic commerce. Familiarity with some of the major online shopping sites (such as Amazon and iTunes) and the major search engines and directories (e.g., Google, Yahoo and Bing) is a big plus. Students should also be comfortable surfing the World Wide Web and navigating sites.

Textbooks

There is no required text for this course. All materials will be furnished by the instructor and augmented by assigned readings of information online.

Technical Requirements

I realize this is stating the obvious, but you must have access to a computer, an email account, and a reliable Internet connection. You must have a **backup plan** should your system or your Internet provider fail since technological problems not related to me or to myCuesta are your problem. Since you will email all of your assignments to your classmates and me via myCuesta's internal email system, it is **essential** that you understand the basic concepts of email; web navigation; computer security including firewalls, cookies, trusted sites; and online communication to succeed in this course.

It is strongly recommended that you obtain a flash drive to store your work and also investigate another location (e.g. another computer/flash, email) to save an additional copy of your files in case of mishap.

There is a very useful page of information about distance education at Cuesta. You can find it [here](#). In particular, you will want to view the FAQ page which provides some assistance with the technical side of distance ed (for ex. suggested minimum system requirements, how to get technical assistance, etc).

The Nature of the Course

This course is conducted 100% on-line on the Moodle platform as a full-fledged distance education class. Virtually all communication will be by electronic means. That being said, the syllabus will contain information so that you can contact me electronically and in person if you have the opportunity or desire to do so.

The pacing of the course will be very intense, as the course has been condensed to 9 weeks. The lectures will become available to you on a regular basis, one section at a time. Depending on the particular section of the course, you will be able to access between one to three week's worth of new information at a time. Previously covered material, of course, will always be available to you. But for your benefit, as well as mine, I want to keep things moving at a manageable pace and keep everyone in the class at approximately the point. So, within each section of material you will be able to set your own pace to a great extent but the timing of moving from section to section will be set by me. In particular, those boundaries set by me are simply set by the hard dates for the quizzes and exams listed above. You will need to complete all necessary material by those dates in order to perform adequately in the course.

Please be prepared to spend **8 - 12 hours per week** on coursework for this class.

This course is taught using Moodle, with some materials also posted to the myCuesta BUS 130 class site. You should have received instructions for obtaining a Log In and Password when you registered for the class. The Moodle and myCuesta platform provides the framework for the BUS 130 class including PowerPoint presentations, student data files, the tools to receive and send course materials, and a grade book. Using the communication tools, you can communicate using e-mail, and you can share materials and ideas with other course participants via the discussion board or in chat rooms.

You will be required to log on to the course site several times a week, so do not plan to work on this course only on the weekends. Also, I am able to contact you only via your myCuesta email prior to the start of the course, so please check your myCuesta email regularly in the week before school starts and the week that school starts for updates or questions.

Once the course begins on the first day of class, log on immediately into Blackboard and post your introduction. If I do not see your introduction posted and evidence of your having logged on and started downloading and printing out the materials by the third day of the semester, you will be dropped, and your space will be taken by someone else who is waiting to add the class. Also, review all of the materials at the course site and be ready to begin working on the class assignments in week one.

Disabled Students

If you are a student with a verified disability, please discuss your needs for accommodations with me.

First week assignment and instructions: Please check your MyCuesta email account the week the semester begins for **important class information and additional first week assignments**. Please confirm that the information you provided to Cuesta College when you registered is current, especially your phone number, address, and an up-to-date email address. Most of you should have received a Cuesta email address. If you have not, please contact Admissions and Records.

The course syllabus contains the schedule for all homework, chapter assignments, and test dates. The syllabus will be available on the myCuesta site at the beginning of the semester. The MyCuesta address to access the BUS 130 class and login instructions will be provided at the beginning of the semester.

School Policy: Each student is required to follow all school guidelines and comply with all school deadlines including **personal responsibility for adding and/or dropping this class**. Each student is responsible for obtaining updates or changes to the syllabus and/or assignments for the course.

If you have any additional questions prior to the first day of class, please feel free to e-mail me. I look forward to working with you!

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