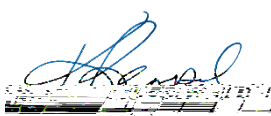


Business Administration

Course Number:	BUAD 335
Course Title:	ELECTRONIC COMMERCE
Credits:	3
Calendar Description:	This course focuses on the recent growth of buying and selling goods and services over the Internet. It will examine Internet technology relevant to areas of existing marketing knowledge. A framework for understanding internet marketing and associated business models, online marketing possibilities, and implementation issues are covered. <i>(also offered by Distance Education)</i>
Semester and Year:	WINTER 2021
Prerequisite(s):	BUAD 200 and COSC 119 or BUAD 128 and BUAD 200 and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective – BBA, Marketing option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Development Date:	November 2012
Revision Date:	November 2013
Chair's Approval:	

Professors

Pam Nelson <i>Course Captain</i>	Virtual office only	pnelson@okanagan.bc.ca

Learning Outcomes

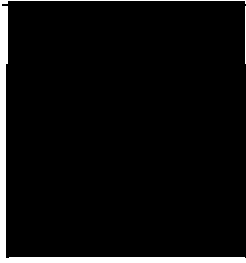
Upon completion of this course students will be able to

- discuss the current realities and potential for electronic commerce.
- describe the major business strategies for e-commerce including e-commerce business models and transaction-based websites.
- describe the current legal and ethical issues surrounding e-commerce.
- create a basic website prototype utilizing professional website development tools.

Course Objectives

This course will cover the following content:

** Please refer to the Course Schedule and Moodle for weekly topics and course objectives*

		
	Monday, January 11 – First Day of Classes Monday, February 15 – STAT Tuesday, February 16 – Friday, February 19 – Reading Break Friday, April 2 – Monday, April 5 - STAT Friday, April 16 – Last Day of Regular Classes	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional