

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

Professors

| Name | Phone number | Office | Email |
|----------------|---------------------|---------------|--------------|
| Glen Coulthard | 762-5445 #2257 | | |

Evaluation Procedure

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|---|------|
| Term Project and Presentation | 30% |
| Assignments and Class Participation | 15% |
| Mid-term Exam | 20% |
| Final Exam: - Dreamweaver® Hands-On (15%) - Lecture Content (20%) | 35% |
| Total | 100% |

Notes*Dreamweaver In-Class Labs*

Most of the Dreamweaver lab units are worth 1% of your final grade and will be completed and graded in class. If a student misses a lab or cannot finish the unit, the assigned lab work will be accepted for grading in the following week's class, but no later, with a 50% penalty.

Other In-Class Quizzes and Activities:

There are no "make-ups" for missed in-class exercises and/or quizzes.

Term Project:

Unless there is both a valid reason and prior approval from your instructor, late submission for the term project (other than the presentation, which must be attended when scheduled) will be penalized as follows:

- Submissions turned in late on the due date will lose 20% immediately.
- Submissions then lose an additional 20% per day (24-hour period from due date/time).

Required Texts/Resources

Sherry Bishop, Adobe® Dreamweaver® CS6 Illustrated, 1st Ed., Course Technology, 2013.
- ISBN: 9781133526025

Gary Schneider, Electronic Commerce, 11th Ed., Course Technology, 2015
- ISBN: 9781285425436

(Note: You may also use the 10th Ed. 2013 version of this text, which may be available used.)

Software:

Adobe Dreamweaver® CS6– This software will be installed in labs. A trial version of the latest version of the Dreamweaver® software may be available from <http://www.adobe.com>. However,

