

**BADM 2040: E-COMMERCE (3 credits)**  
**Semester/ Year: Fall, 2012**

<b>Lecture Hours: 3</b>	<b>Lab Hours: 0</b>	<b>Credit Hours: 3</b>
<b>Class Time: 3:30pm - 4:45 pm</b>	<b>Days: MON &amp; WED</b>	<b>Room: BU 127</b>
<b>Instructor's Name:</b>  <b>Justin Hoffman</b>	<b>Office Hours:</b> Mon ,Wed, Fri 4pm-5pm  Tu & TH 4:45 pm – 5:45pm	
<b>Office Phone:</b>  <b>268 -2600</b>	<b>Email:</b> Hoffman@caspercollege.edu	

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**Course Description** This course will focus on the foundational elements of beginning a business in the e-Commerce domain of the World Wide Web. Students will be exposed to the principles needed to conceptualize and design a sound business approach and will learn the technologies, software, and platforms necessary to initiate their business model.

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**Statement of Perquisites:** NONE

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**Goal:** At the conclusion of this course, the students of e-commerce will have foundational knowledge of the inherent roles and needs in the execution of an online business.

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**Outcomes:** Successful completion of this course will enable students to:

- Internet Retailing
- SEO Analysis and implementation
- Utilizing Analytic Data
- Understanding Search
- Understanding e-commerce strategy
- Understanding Online Trends
- Understanding possible E-commerce Web Platforms
- Implementing data on the web platform
- Building an online shopping cart
- Servicing orders for the shopping cart
- Analyzing statistics related the e-business
- Building an e-marketing campaign

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**Methodology:** This course will combine the Lecture sections with hands on lab workshop activities, where students will have online resources and tutorials to enhance their skills. Workshops and activities build to larger more advanced projects where the students have the opportunity to activate the learned skills.

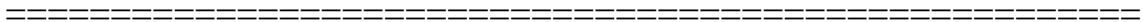
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**Evaluation Criteria:** Grades will be calculated based on point scale in regards to acumen of Projects, Comprehension and Participation with readings, Homework/Lab Sessions, and Participation.

50 % == Projects  
25 % == Readings  
10 % == Homework/Lab Sessions  
15% == Participation/ Attendance\*

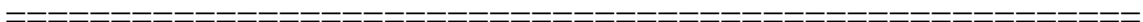
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100 % == Total Points

\*Assessment of Participation and Attendance is based on class interaction, attitude, and collaboration with other students, initiative, and cognizance to class hours and deadlines.



**GRADING SCALE**

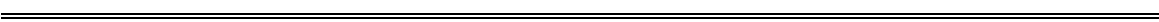
A.....	90-100%
B.....	80-89%
C.....	70-79%
D.....	60-69%
F.....	0-59%



**Required Text, Reading, and Materials:**

Class web site and tutorials: @ [www.justinhoffman.net](http://www.justinhoffman.net)

Readings will be provided via .pdf in class



**Class Policies:** Students enrolled in this course are expected to be engaged and prepared regarding the course material. Dialogue and participation regarding course material is encouraged, and it is expected that attendees are considerate and invested in their peers’ ideas and presented activities.

Checking email, searching the web, or playing video games, cell phone conversations or text messaging are prohibited during class time. All computer related activities should be directed toward course materials, all personal activities are expected to be taken care of outside the classroom.

***BACK UP YOUR WORK*** – failure to bring is assignments are an individual’s responsibility; hardware failure is not an excuse.

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**Last Date to Change to Audit Status or to Withdraw with a W Grade:**  
November 08, 2012  
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**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 problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Academic Dean, and lastly the Vice President for Academic Affairs.

**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.

**Official Means of Communication:** Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

**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 with our Accommodative Services Counselor at 268-2557.

**Calendar or schedule indicating course content:** (be as complete here as possible, at least a grid showing week by week topics to be covered, assignments, due dates, readings etc. This can always be modified with a new handout later in the semester – better to send out a revised schedule than to trust verbal announcements by themselves)