



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. (also offered by Distance Education)
Semester and Year:	WINTER 2024
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:	No
Special Notes:	No
Development Date:	November 2012
Revision Date:	November 2013
Chair's Approval:	

Evaluation Procedure

Term Work & Quizzes	10%
Web Labs	20%
Term Project	30%
Mid-Term Exam(s)	20%
Final Exam	20%
Total	100%

Notes

Term Work

This grade is based on work completed during web development labs and other individual activities. These additional activities may include quizzes, papers, forum posts, study journals, blogs, presentations, current events, and other relevant work.

Web Development Labs

Web Development lab activities provide the hands-on application of concepts learned in this course. All web lab activities must be completed when due. Lab activities may utilize a variety of software or online applications.

Term Project

Unless there is both a valid reason and prior approval from your instructor, late submission for the term project parts will be penalized as follows:

Submissions turned in late on the due date will lose 10% immediately.

Submissions then lose an additional 20% per day (24-hour period from the due date/time). After five days, the submission will not be graded, nor feedback provided.

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 Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?