

COURSE CODE: BUAD 335

COURSE TITLE: Electronic Commerce

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)*

Prerequisite(s): BUAD 200, 128 and 3rd year standing

Co-requisite(s): None

Prerequisite For: BUAD 433

Substitutable Courses: None

Graduation Requirement: BBA, Marketing option - Elective

Transfer Credit: None

Special Notes: None

Credits: 3

Hours per Week: 3

Originally Developed: November 2012

EDCO Approval: November 2013

CHAIR'S APPROVAL:



Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Discuss** the current realities and potential for electronic commerce.
 - 2 **Describe** the major business strategies for e-commerce including e-commerce business models and transaction based websites.
 - 3 **Describe** the current legal and ethical issues surrounding e-commerce.
 - 4 **Create** a basic website prototype utilizing professional website development tools.

Course Objectives

- Objectives This course will cover the following content:
Please refer to the Course Schedule and Moodle for weekly topics and course objectives

Professors

Name	Phone Number	Office	Email
Rishi Bhardwaj	4988	E219	rbhardwaj@okanagan.bc.ca

Evaluation Procedure

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

Generative AI tools are permitted

Students are permitted to use artificial intelligence tools, including generative AI tools such as ChatGPT or Bing Chat, to gather information, review concepts, or help produce assignments. However, students are ultimately accountable for the work they submit, and any content generated or supported by an artificial intelligence tool must be cited appropriately (see [How to cite ChatGPT \(apa.org\)](#)). The use of AI tools is not permitted during midterm exams and final exams in this course.

Required Materials

Title: E-Commerce – Essentials of Online Business

Publisher: Stukent

URL: <https://join.stukent.com/join/EF7-11D>

Cost: Instructor will provide a link in Moodle to purchase these course materials directly from Stukent (Approximately \$60 USD.) A credit card or PayPal account will be needed to make the purchase. Please note that this resource is an integral part of the course. Please do not take this class if you are not prepared to purchase the materials.

Links to journal articles, research, and other topical content will be posted online in Moodle.

Software:

Various readily available and standard software products will be used in the labs. Students must have computers with good Internet access and ability to install standard applications if needed. The college or instructor cannot be held liable for any computer problems, malware, or viruses that may result from these lab activities.

The Term Project will be completed using Shopify/Other Open Learning programs.

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.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2026 Week of:		Mon, Jan 5 - Classes begin Fri, Jan 16 - Last day to register for a course and to receive a refund for course drop Mon, Feb 16 - Statutory Holiday (no classes) Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes) Fri, Mar 6 - Last day to withdraw from a course without academic penalty Fri, Apr 3 & Mon, Apr 6 - Statutory Holiday (no classes) Fri, Apr 10 - Last day of regularly scheduled classes Mon, Apr 13 - Wed, Apr 22 - Final exam period – see policy.	Chapter(s):
Jan	5	Course Introduction E-Commerce Foundations <i>Web Development Lab #1: Building Pages with HTML</i>	Ch 1
	12	E-Commerce Marketplace and Competition <i>Web Development Lab #2: Formatting Pages with CSS</i>	Ch 2
	19	ECommerce Software, Technologies, Infrastructure <i>Web Development Lab #3: Using CSS for Layouts & Menus</i>	Ch 3
	26	External Environment and Customer Data Management <i>Web Development Lab #4: Customizing Templates</i>	Ch 4
Feb.	2	ECommerce Strategy and Web Analytics <i>Shopify Lab: Shopify Overview</i>	Ch 5
	9	Online Customer Demand and Supply Chain <i>Web Development: Shopify Group Project</i>	Ch 6
	16	Reading Break (Feb 17-20)	
	23	Mid-Term Exam (Chapters 1-6) Web Development Quiz (Labs 1-4)	
Mar.	2	Digital Marketing in the ECommerce Arena <i>Web Development Lab #5: Content Management Systems (CMS)</i>	Ch 7
	9	E-Commerce CRM and Sales Management <i>Web Development Lab #6: Introduction to WordPress</i>	Ch 8
	16	Customer Service and Experience <i>Web Development: Shopify Group Project</i>	Ch 9
	23	Digital Transformation and Future Perspectives <i>Web Development: Shopify Group Project</i>	Ch 10
	30	<i>Complete Shopify Lab: Create UX Shopping Rubric</i>	
Apr	6	<i>Shopify Lab: Simulated Sales Activities</i> Final Exam Review	
	15	Final Exam Period	

Skills Across the Business Curriculum

The 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

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.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

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?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.” “Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.