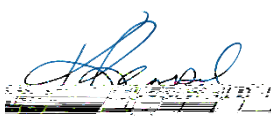


# Business Administration

Course Number:	<b>BUAD 335</b>
Course Title:	<b>ELECTRONIC COMMERCE</b>
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:	<b>WINTER 2021</b>
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**

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

**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**

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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**

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