

# De Anza College

## SYLLABUS

---

### Business 70 – Principles of E-Business

---

#### Principles of E-Business

**Instructor:** Guillermo Hernandez

**Cell Phone:** 408-313-5822

**Email:** ghernandez811@sbcglobal.net

**DA Email:** hernandezguillermo@fhda.edu

**Course Duration:** 12 weeks **Office Hours:** Upon Request

**Fall: 2015**

**CRN: 20651**

**Course: BUS -070.-63Z**

**Location: Online**

**Days: Online Flexible**

**Time: Online Flexible**

#### *Description:*

Theory and practice of effectively conducting and managing business over the Internet. Insights into e-business models, strategy, technology, auctions, and marketing. Students are expected to complete computer assignments

#### *Course Objectives:*

- History of the Internet
- Technical characteristics of the Internet
- Internet's impact on costs and revenues
- Internet's impact on consumers
- Theories that explain e-business success
- Impact of the digital divide
- Impact on the workforce

#### *Textbook Required:*

Kenneth C. Laudon, *E-Commerce, 9<sup>th</sup> ed, 2013*. Prentice Hall.

ISBN-10: 0132730359

ISBN-13: 9780132730358

**Need help?** Meet with tutors and attend workshops in the Student Success Center:

<http://www.deanza.edu/studentsuccess>.

**New this quarter...**free online tutoring available to all De Anza students! Just login to [MyPortal](#), go to the Students tab, and explore the site. You can also work with a tutor live (hours vary by subject) or post any question you may have. You can also call me or text me at my cell phone provided above. For more information, go to <http://deanza.edu/studentsuccess/onlinetutoring.html>

#### **Performance Evaluation**

---

<u>Deliverable</u>	<u>Points</u>
Quizzes	100
Class Project Assignment	50

Three Midterm Exams	300
Final Exam	100
Online-Class Attendance/& Participation	50
<b>Total Points</b>	<b>600</b>

**Class Projects** The class projects are defined in a separate document you can access from the online class main page.

**Criteria for all assignments:** Assignments will be evaluated based on the objectives of the exercise, as well as precision, clarity and completeness. The format for each assignment will depend on the content of the subject and the specifics of the lesson. The details for each assignment will be discussed in class.

**Homework:** assignments should be posted and uploaded in the designated thread on the due date. You can upload assignments past the due date; however, there will be a penalty of 2 points per day with a maximum of 10 points penalty.

**Note:** Due dates for all uploading assignments will be announced in class.

**Group Project and Final:** will include a combination of materials discussed in class, reading materials,

All assignments and project papers should be **APA formatted with cover page**, conclusion, and references pages. It should be posted in **Microsoft Word format or in RTF format**. Please, **do not upload the assignments in PDF or any other file format** as I have to write in your paper to correct any mistakes and also to provide feedback. Assignments turned in PDF format will not be graded and will receive 0 points.

**Class Participation and Attendance:** You are expected to participate by answering the weekly discussion questions and also commenting on other student’s answers. Each week a discussion forum is made available to engage in answering two or three discussion questions related to the material covered in the class. You need to participate with substantive postings at least 3 days in the week and comment on other student’s postings. A substantive Discussion Question answer should have a minimum of 200 words while a discussion post (reply post to other student’s post) should have a minimum of 100 words. Your posting of assignments **do not count for participation**. Your additional replies to other student’s DQ answers do count. Participation and attendance are both graded. If you answer the two discussion questions you will meet attendance for the week. Engaging in **participation by commenting on other student’s posts earns you additional class participation points**. Don’t forget this important point.

Substantive posts are those that contribute to the discussion threads with ideas or added substance. Replies such as: “I agree; this is cool; you are right; I vote for that;” and any other similar colloquialism do not count for participation. Notice that attendance and participation counts 100 points. This is really a giveaway since all you have to do is to answer the discussion questions and participate in discussion by replying to other student’s posts. Notice that any posting done to answer an assignment does not count as participation. Answers to the discussions questions have to be completed on or before the assigned days.

Class participation grade has a minimum participation component and a best participation component. If you answer your two discussion questions each week, you earn your 75 participation points. The second component is 25 points for best participation which are based on students with the best class participation. The students with the best participation that reach the 90 percentile set the weight of the top ranking of 100%. Based on this number of posts the rest of class gets a % of the best participation points. For example the three students with the best participation posted 125, 138 and 130 posts total. The top mark is then 125 or the 100% mark. The three top students get 100%. If you posted two posts each week, then you get the 75 points for the attendance part. If you

then had a maximum of 95 substantive posts then your percent is 95/125 or 76%, you then get  $25 \times 0.76$  or 19 class participation points, hence your total attendance and participation points is 94 points.

The more you participate in the class the better off you are and the more you learn from the discussions. I will also interject in the discussions as necessary. The online class does not require any classroom meetings. All work will be done online. Each week you will find information about discussion questions for the week, quizzes for the week, and any other class related information. Follow the instructions provided each week. Most of the class activities are done in the discussions forum.

**Quizzes and Exams:** Quizzes and exams are timed bound. You have 40 minutes to complete a quiz and two hours to complete a test. Both, quizzes and tests include true/false, and multiple choice questions. There will be a total of 3 extra credit quizzes. In addition, in week 12 the quizzes and exams are reopened so that you can make up quizzes/exams with bad grades or those you could not take before. You will have only one chance to make up the quiz or exam. When you take a quiz or exam online, you have to complete it on the aloted time, you cannot stop and try to resume later. In addition, do not click on the Submit button as that will end your attempt. You click on the submit button when you have completed the quiz or exam. In addition, you cannot go over the aloted time.

## GRADING STANDARDS

**A = An excellent paper.** It offers an effective solution to the problem based on good audience analysis; it fulfills minor as well as major purposes. Its overall pattern of organization is appropriate; the internal organization of ideas is effective; transitions are smooth. Reader benefits and logic are well developed. The message is well written, interesting, and easy to read. It may show originality in visual impact, reader benefits, details, or word choice.

**B = A good paper.** It offers an effective solution to the problem. Both the overall pattern of organization and the internal organization are good. Reader benefits and logic are developed adequately. The writing style is clear, concise, and friendly. It may have a few minor mechanical errors or some awkward spots, but basically it is well written and has good visual impact.

**C = A satisfactory paper.** It offers a solution which is basically acceptable; it uses an acceptable pattern of organization; the writing follows the conventions of standard English and the principles of business writing. There may be minor errors in style, tone, internal organization, or mechanics; reader benefits or logic may not be developed fully.

**D = A satisfactory (“C”) paper with a major flaw** in one of the following: the solution, organization, tone, or writing style. **OR** A paper which shows some evidence of attempting to solve the problem, but which has many minor errors in organization, development, word choice, style, tone, and mechanics. None of these alone would necessarily doom the paper; however, together they make the paper unsatisfactory.

**F = A poor paper with major flaws** in one of the following: the solution, organization, tone, or writing style. **OR** A paper that violates the facts explicitly given in the problem. **OR** A paper that is marred by an unacceptable number of errors in organization, development, word choice, style, tone, and mechanics. Minor errors in format (for example, not initialing a memo or signing a letter) lower the paper grade one-third letter. Major errors (for example, using a letter when a memo is needed) will lower the grade one full letter.

Grading Scale:

Grade Scale Based on 600 Points	4.0 Scale	Letter grade	Point Scale	
98% or above	4.0	A+	600	600+
97%-99%	3.9	A	585	599
92-97%	3.7	A-	555	584
82-89%	3.3	B+	495	554
75-81%	3.0	B	450	494
67-74%	2.7	B-	405	449
57-66%	2.3	C+	345	404
50-56%	2.0	C	300	344
32-49%	1.3	D+	195	299
25-31%	1.0	D	150	194
17-24%	0.7	D-	102	149
Below 17%	0	F	0	101

Course Modality:

The Bus 70 class is online; there is no ground class to attend. You need to access the class via the Catalyst system. You can find instructions on how to access the catalyst system in my De Anza web site:

[http://faculty.deanza.edu/hernandezguillermo/stories/storyReader\\$15](http://faculty.deanza.edu/hernandezguillermo/stories/storyReader$15)

Follow the instructions provided once you have registered in the course. Read every document you see in the different areas and ask questions in the Questions forum provided each week.

***Academic Integrity Policy:***

Students who cheat on an exam or a quiz, or help another person cheat on an exam or online quiz will be reported to Academic Affairs and the Dean of Instruction of De Anza College. The student will automatically receive an F for the Exam or Quiz grade.

De Anza College takes integrity violations seriously. Please, review De Anza Academic Integrity Code in this link:

<http://www.deanza.edu/studenthandbook/academic-integrity.html>

---

**INTRODUCTION TO BUSINESS**

## Course Schedule

***Course calendar (with daily reading assignments):***

<i>Date</i>	<i>Activity</i>
<b>Week 1</b>	
Sep 21	Read chapter 1
<b>Week 2</b>	
Sep 28	Read chapter 2
<b>Week 3</b>	
Oct 5	Read chapter 3
<b>Week 4</b>	
Oct 12	Read chapter 4 <b>EXAM 1 Chapters 1 -3 - Online</b>
<b>Week 5</b>	
Oct 19	Read chapter 5
<b>Week 6</b>	
Oct 26	Read chapter 6 <b>Team Projects Part I Deliverables</b>
<b>Week 7</b>	
Nov 2	<b>EXAM 2 Chapters 4 – 6 Online</b> Read chapter 7 Read chapter 8 ½
<b>Week 8</b>	
Nov 9	Read chapter 8 ½ Read Chapter 9

<b>Week 9</b>	
Nov 16	Read chapter 10 <b>EXAM 3 Chapters 7 - 9 - Online</b>
<b>Week 10</b>	
Nov 23	Read chapter 11 <b>Team Project Part II deliverables</b>
<b>Week 11</b>	
Nov 30	Read chapter 12
<b>Week 12</b>	
Final Exam	
Dec 10	<b>Thursday Dec 10 : Final Exam - Online Opens on Thursday at 1:00 AM and closes at 11:59 PM Chapters 10-12</b>

**It is your responsibility to drop the class after the 3 weeks class census. After the end of week three I will remove all students that did not show up for the class and those students that have had more than 5 absents, or failed to participate in the class discussions. Hence, the online-class discussions counts as your attendance and not participating during the week constitutes a two days absence. After the census you are responsible to drop the class.**

**Special Note:** The professor reserves the right to modify, change, or waive any part of the syllabus or the evaluation criteria for this course. He will give prior notification when modifications, changes, or waivers are in order.

### Fall Quarter 2015 Academic Dates and Deadlines

---

**Note:** Deadlines listed below are for standard 12-week classes. Please *View Your Class Schedule* inside [MyPortal](#) for add/drop deadlines for your non-standard length classes. **All deadlines are enforced.**

---

**April 1, 2015 :: [Apply for admission](#)**

---

**June 30, 2015** :: Last day for [international students](#) to apply

---

**July 2, 2015** :: [View schedule of classes.](#)