

BUSN624

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : BUSN624 **Title :** Principles of E Commerce

Length of Course : 8

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course introduces the student to the concepts and terminology of modern e-commerce approaches. It includes topics on marketing, web technologies, security, legal issues, imaging, search engines. The emphasis will be to develop an understanding of the underlying principles of e-business.

Course Scope:

This course will help the student understand the basic factors of comprising commerce in today's business world and marketplace. The various readings, assignments, and discussion board topics will help the student to explore how a variety of issues and components affecting, contribution, and impacting the field of commerce. Discussions will be held to help the student explore how to evaluate and critique various commerce issues and how they contribute or affect today's businesses and organizations interested in or currently using this form of business marketing.

Objectives

The successful student will fulfill the following course objectives:

CO1 Analyze the role and function of commerce in America and International business.

CO2 Analyze the technology required to establish and maintain a commerce presence.

CO3 Describe the key security threats in the commerce environment.

CO4 Analyze the various types of business models used in commerce.

CO5 Generalize and speculate on how to build customer traffic for a business.

CO6 Assess and appraise the value of personalization and permission marketing in commerce.

CO7 Summarize and discuss the role and function of the online community in the areas of research and marketing.

CO8 Distinguish and determine the interrelationships between the Internet, Government, and Society.

Outline

Week 1: Digital Business Strategy

Topic(s)

Digital Business Strategy

Learning Objective(s)

Course Objective(s)

CO1. Appraise and analyze the concepts of digital transformation and leadership characteristics that drive digital business strategy

Weekly Objectives

Assess and comprehend the relevance of digital business strategy practices in today's global digital economy

Comprehend the impact of digital transformation to the success of organizations in today's technology-driven market place

Reading

[The Seven principles of digital business strategy](#) - Chapter 1

[Digital Economy Accounted for 6.9 Percent of GDP in 2017](#)

[B2B eCommerce Will Reach \\$1.2 Trillion, 13.1% Of US B2B Sales, By 2021](#)

Assignments

Introduction Post, due day 7

Week 2: Intro to 7 Principles of DBS

Topic(s)

Intro to 7 Principles of DBS

Learning Objective(s)

Course Objective(s)

CO 2. Analyze and discuss the role of each of the seven principles of business strategy and how they impact the success of business in today's technology-driven market place.

Weekly Objective(s)

Appraise and discuss the complementary functions of each of the seven principles of digital business strategy

Analyze and appraise the organizational internal analysis level for decision making in strategy formulation and implementation

Reading

[The Seven principles of digital business strategy](#) - Chapter 2

[Creating a sense of mission – Long rang planning](#)

[Netflix's mission statement and vision statement: A strategic analysis](#)

[OPTION 1: Clayton Christensen: Disruptive innovation](#)

[OPTION 2: Building a business strategy in the digital world](#)

Assignments

Discussion Post Week 2, due day 3

Assignment 2, due day 7

Week 3: 1st Principle – Know Yourself

Topic(s)

1st Principle - Know Yourself

Learning Objective(s)

Course Objective(s)

CO 3 - Assess and appraise the internal capabilities of a firm concerning customer desire and market place demand

Weekly Objective(s)

Analyze the concept of the customer – data dynamics, and the competency set that is essential for managers and staff to get motivated around digital opportunities

Readings

[The Seven principles of digital business strategy](#) - Chapter 3

[Campbell's soup at hand acts as a travel mug](#)

[Canadian products win top awards at world's best product competition](#)

[VIDEO: The value proposition](#)

Assignments

Discussion Post Week 3, due day 3

Assignment 3, due day 7

Week 4: 2nd Principle – Know Your Customer

Topic(s)

2nd Principle - Know your Customer

Learning Objective(s)

Course Objective(s)

CO4 - Generalize and speculate on how to build customer data dynamics

Weekly Objective(s)

Understand and apply the concepts of data dynamics and its sub-concepts

Reading

[The Seven principles of digital business strategy](#) - Chapter 4

[What is disruptive innovation](#)

[Companies That Failed At Digital Transformation And What We Can Learn From Them](#)

[The rise and fall of Blockbuster and how it's surviving with just one store left](#)

[World: Black on white: The amazing life of the simple barcode](#)

[VIDEO: Customer centred transformation at E.ON](#)

Assignment

Discussion Post Week 4, due day 3

Assignment 4, due day 7

Week 5: 3rd Principle - Competition

Topic(s)

3rd Principle - Competition

Learning Objective(s)

Course Objective(s)

CO5 - Assess and describe competitive from the perspectives of digital customer dynamics

Weekly Objective(s)

Assess business competition from the lens of digital customer dynamics

Appraise the industry of counterfeiting as an international crime and how it affects global competition

Reading

[The Seven principles of digital business strategy](#) - Chapter 5

[The Counterfeit Report: The Big Business of Fakes](#)

[Mountain Grove Woman Pleads Guilty To Counterfeit Louis Vuitton Scheme](#)

[The high cost of counterfeits; from phony pharmaceuticals to knock-off Nikes, fake consumer goods are big business, reaching \\$500 billion worldwide](#)

[Companies That Failed At Digital Transformation And What We Can Learn From Them](#)

Assignments

Discussion Post Week 5, due day 3

Assignment 5, due day 7

Week 6: 5th Principle - Current Position

Topic(s)

5th Principle - Current Position

Learning Objective(s)

Course Objective(s)

CO6 - Assess and appraise the current firm position within a marketplace in comparison with competitors

Weekly Objective(s)

Analyze and discuss how to use evidence-based data to define a firm's position within a market place

Appraise the use of the Ionology strategy quadrant to communicate a firm's proposition strategically.

Reading

[The Seven principles of digital business strategy](#) - Chapter 6

[Cisco chief outlines digital transformation opportunity, strategy](#)

[Enhance your customer reach with the right segmentation strategy | infiniti research reveals key customer segmentation models to consider](#)

[Facebook knows you better than you know yourself](#)

Assignments

Discussion Post Week 6, due day 3

Assignment 6, due day 7

Week 7: 6th Principle - Engine of Growth

Topic(s)

6th Principle - Engine of Growth

Learning Objective(s)

Course Objective(s)

CO7 - Analyze a firm's growth strategies within the context of digital business strategy

Weekly Objective(s)

Analyze a firm's growth strategy from the lens of advocacy business, attention business, and authority business perspectives

Comprehend digital strategy as an engine of growth

Reading

[The Seven principles of digital business strategy](#) - Chapter 7

Assignments

Forum Post Week 7, due day 3

Assignment 7 Project, due day 7

Week 8: 4th Principle - Resources

Topic(s)

4th Principle - Resources

Learning Objective(s)

Course Objective(s)

CO8 - Describe the various types of a firm's resources and discuss how business strategies are created and implemented through the lens of digital transformation

Weekly Objective(s)

Assess how to use a firm's resources (time, skills, and capital) to guide in the creation of action of plans in the digital business strategy to position the firm in the quadrant they desire.

Reading

[The Seven principles of digital business strategy](#) - Chapter 8

[Improving Customer Experience is Top Business Priority for Companies Pursuing Digital Transformation](#)

[Special report: Don't laugh at gilded butterflies - business innovation](#)

[Rolls-Royce power systems business unit to restructure its brands](#)

[Digital strategy: 360-degree aspects](#)

[Improving customer experience a top business priority- Accenture study](#)

Assignments

Discussion Post Week 8, due day 3

Assignment 8, due day 7

Evaluation

Discussions (40%)

Week 1: Introduction	12.5%
Week 2: Discussion	12.5%
Week 3: Discussion	12.5%
Week 4 Discussion	12.5%

Week 5: Discussion	12.5%
Week 6: Discussion	12.5%
Week 7: Discussion	12.5%
Week 8 Discussion	12.5%
Assignments (60%)	
Week 2 Assignment	16%
Week 3 Assignment	16%
Week 4 Assignment	16%
Week 5 Assignment	16%
Week 6 Assignment	12%
Week 7 Assignment	12%
Week 8 Assignment	12%

Grading:

Name	Grade %
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Materials

Book Title: E-Commerce 2016: Business, Technology, Society, 12th ed.

Author: Laudon, K. and Traver, C.

Publication Info: Pearson

ISBN: 9780133938951

Book Title: Course materials will change for November and beyond. Please email booklist@apus.edu for the updated list.

Author:

Publication Info: Open Web Sources

ISBN: APUPOT4

Book Title: If you prefer the electronic format, your required book(s) may be available for purchase from the APUS Bookstore in a VitalSource e-book format

Author:

Publication Info:

ISBN: GRAD NOTE

Book Title	The Seven principles of digital business strategy
Author / Editor	Niall McKeown and Mark Durkin
Publisher	Business Expert Press
Publication Date	2016

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arraignments have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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