

## COURSE SYLLABUS



### **BUSINESS SKILLS FOR E-COMMERCE**

IFSA-Butler Reimagining Europe Semester Program in Prague

**Suggested US semester credit hours:** 4 credits

**Contact hours:** 60

**Course level:** 300

**IFSA-Butler course code:** MS380-30

**Course length:** Semester

**Delivery method:** Face to face

**Language of instruction:** English

#### COURSE DESCRIPTION

The module will enable students to apply the business skills needed to design an e-Commerce solution for an organization. The first part of the module considers the structure and aims of organizations to better understand how they could benefit from an e-Commerce structure. Then follows an opportunity to investigate and evaluate the impact of e-Commerce systems on organizations and their stakeholders. Once these areas have been studied the student will be in a position to examine the process of the development of an e-Commerce presence followed by the opportunity to design an e-Commerce system.

#### STUDENT LEARNING OBJECTIVES

Students who successfully complete this course will:

- Understand the structure and aims of business organizations
- Understand the impact of e-Commerce
- Be able to design e-Commerce solutions
- Strengthen critical thinking skills
- Become familiar with resources available for further research on business skills and e-Commerce
- Make cognitive connections between learning in this course and other learning experiences in the IFSA-Butler Reimagining Europe Semester Program in Prague

#### COURSE DELIVERY

Students are expected to read or view resources in advance and be prepared to actively discuss them in class. In each meeting, the instructor will overview the topic and then facilitate a group discussion, drawing out relevant themes, following up on specific lines of inquiry, and prompting students' thoughtful engagement with the topic. Students are encouraged to bring their prior

learning experiences into class discussions and to make cognitive connections between this course and others in the IFSA-Butler Reimagining Europe Semester Program in Prague whenever possible. Theories of experiential learning and integrative learning therefore undergird the dynamic learning environment of this course.

This course utilizes an interactive approach to teaching that focuses on the individual student's needs. This approach to teaching and learning aims to foster a challenging but caring environment that allows students to explore, create, and test themselves and their ideas in a safe place.

#### COURSE SCHEDULE

<b>15 weeks</b>	<b>Content Delivery</b>
1	Business organization types, Industry analysis
2-3	Ownership, shareholders and stakeholders
4	Company vision and mission
5-6	Business model segments in detail - Customers, channels
7	Business model segments continued Business Report
8	Business model evaluation Company business functions
9	Security, security risks assessments
10	Technological changes, social impact
11-12	Business and IT, functions, alignment
13	Business (Model) Design Design process – techniques Customer needs
14	Sales function - e-Commerce solution Marketing
15	Resources Intellectual property Financial resources and planning Technical Report

#### EVALUATION METHODS

The course instructor will determine specific assignments (including paper topics), projects, and exams for the course. Your work on individual assignments and projects will be guided by grading rubrics provided by the course instructor. Your final grade in the course will be arrived at through assessment methods determined by the course instructor and according to the percentages attached to each assignment and exam by the course instructor. Participation will constitute a determined percentage of your grade. Participation includes attendance, preparation, engagement in discussion, civility, and respect.

Assignment Number	Type of Assignment	Description and Areas Assessed
1	Business Report	e-Commecre strategy evaluation Material covered during weeks 1-7
2	Technical Report	Designing an e-Commerce project Material covered during weeks 5-15

### **Timely Submissions**

Assignments submitted after the deadline will be accepted at the discretion of the course instructor and generally only in the event of a documented illness or emergency.

### READING LIST

Tanner Larsson (2016). Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business. ISBN 978-1534619340

Osterwalder and Pigneur, Y. (2013). Business Model Generation: A Handbook

Daniel D'apollonio. E-commerce A Beginners Guide to e-commerce

Developers from DevZone. Building eCommerce Application.

### ACADEMIC INTEGRITY

Any academic endeavor must be based upon a foundation of honesty and integrity. Students are expected to abide by principles of academic integrity and must be willing to bear individual responsibility for their work while studying abroad. Any academic work (written or otherwise) submitted to fulfill an academic requirement must represent a student's original work. Any act of academic misconduct, such as cheating, fabrication, forgery, plagiarism, or facilitating academic dishonesty, will subject a student to disciplinary action.

IFSA-Butler takes academic integrity very seriously. Students must not accept outside assistance without permission from the instructor. Additionally, students must document all sources according to the instructions of the professor. Should your instructor suspect you of plagiarism, cheating, or other forms of academic dishonesty, you may receive a failing grade for the course and disciplinary action may result. The incident will be reported to the IFSA-Butler resident director as well as your home institution.