Business Administration

Course Number:	BUAD 335	
Course Title:	ELECTRONIC COMMERCE	
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:	WINTER 2021	
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:	Adam	

Professors

Pam Nelson Course Captain	Virtual office only	pnelson@okanagan.bc.ca

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.

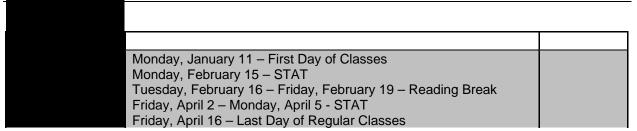
describe the current legal and ethical issues surrounding e-commerce.

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



SKILLS ACROSS THE BUSINESS CURRICULUM

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

What is the Disruption of Instructional