

# 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

**Professors**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
Glen Coulthard	762-5445 #2257		

**Evaluation Procedure**

Term Project and Presentation	30%
Assignments and Class Participation	15%
Mid-term Exam	20%
Final Exam: - Dreamweaver® Hands-On (15%) - Lecture Content (20%)	35%
Total	100%

**Notes***Dreamweaver In-Class Labs*

Most of the Dreamweaver lab units are worth 1% of your final grade and will be completed and graded in class. If a student misses a lab or cannot finish the unit, the assigned lab work will be accepted for grading in the following week's class, but no later, with a 50% penalty.

*Other In-Class Quizzes and Activities:*

There are no "make-ups" for missed in-class exercises and/or quizzes.

*Term Project:*

Unless there is both a valid reason and prior approval from your instructor, late submission for the term project (other than the presentation, which must be attended when scheduled) will be penalized as follows:

- Submissions turned in late on the due date will lose 20% immediately.
- Submissions then lose an additional 20% per day (24-hour period from due date/time).

**Required Texts/Resources**

Sherry Bishop, Adobe® Dreamweaver® CS6 Illustrated, 1st Ed., Course Technology, 2013.  
- ISBN: 9781133526025

Gary Schneider, Electronic Commerce, 11th Ed., Course Technology, 2015  
- ISBN: 9781285425436

(Note: You may also use the 10<sup>th</sup> Ed. 2013 version of this text, which may be available used.)

**Software:**

Adobe Dreamweaver® CS6– This software will be installed in labs. A trial version of the latest version of the Dreamweaver® software may be available from <http://www.adobe.com>. However,



