American Public University System

The Ultimate Advantage is an Educated Mind

School: School of Business
Course Number: BUSN631
Course Name: Technology & Innovation
Credit Hours: 3
Length of Course: 8 Weeks
Prerequisite: None

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Course Description (Catalog)
This course will investigate and demonstrate the planning and implementation of strategies that help organizations improve productivity, satisfaction, and responsiveness to the environment. The course views management from the perspective of human systems and organizational development, technological innovation, and strategic management.

Course Scope
This course is designed to familiarize individuals with current and emerging electronic commerce technologies using the Internet. Topics include:

- Internet technology for business advantage,
- Managing electronic commerce funds transfer,
- Reinventing the future of business through electronic commerce,
- Business opportunities in electronic commerce,
- Electronic commerce Web site design,
- Social, political and ethical issues associated with electronic commerce, and
- Business plans for technology ventures.

The purpose of this course is to educate a new generation of managers, planners, analysts, and programmers of the realities, strategies, and potential for technology in business.
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.
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Course Materials

Required Course Textbook:


Course Objectives

Upon successful completion of this course of study, the student will be able to:

- CO 1 Identify the basic elements of electronic commerce
- CO 2 Examine the network technology supporting the Internet and electronic commerce
- CO 3 Analyze hardware and software requirements of Web servers
- CO 4 Evaluate electronic commerce packages
- CO 5 Evaluate security programs for secrecy, integrity, and necessity components.
- CO 6 Examine security measures to reduce or eliminate intellectual property theft
- CO 7 Compare methods to collect payments from customers
- CO 8 Establish effective business presence on the Web
- CO 9 Critique strategies to improve purchasing, logistics, and other e-commerce support activities
- CO 10 Evaluate the characteristics and strategies of the six major auction types
- CO 11 Appraise International electronic commerce opportunities
- CO 12 Identify the value of electronic commerce initiatives
- CO 13 Formulate an e-commerce plan.

Course Outline

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<th>Week</th>
<th>Topic(s)</th>
<th>Learning Objective(s)</th>
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| 1    | • How does the international nature of e-commerce affect its infrastructure?  
      • What steps should be taken to overcome the cultural issues of electronic commerce?  
      • Describe the changes in the types of businesses participating in electronic commerce as technology advances have occurred through the first, second, and third wave.  
      • Is there a practical application for the W3C Semantic Web?  
      • What is the difference between the Internet and the World Wide Web?  
      • What do you think is the main motivation for the introduction to Electronic Commerce  
      • Technology Infrastructure: The Internet and the World Wide Web |
|      |          |                       |
| 2 | • What is a software agent and why is it such an integral part of Internet2?  
    • Outline three ways in which businesses can create an effective presence on the Web.  
    • Identify three companies on the Web and discuss their Web presence goals.  
    • How is the Web different from other presence-building media?  
    • What challenges are faced by businesses when creating a Web presence?  
    • Which affiliate marketing strategy do you think is the most effective? Why?  
    • What are the advantages of an affiliate marketing strategy?  
    • What is the Google AdWords program?  

| 3 | • Discuss how different industries implement supply chain management.  
    • Examine the different marketplaces and their impact on purchasing/shopping and information gathering.  
    • What are the advantages and disadvantages of using a VAN?  
    • Why are many companies reluctant to use the Internet to transmit FEDI transaction sets that contain transfer instructions for large amounts of money?  
    • What are the obstacles to Internet EDI?  
    • To what do you attribute eBay’s popularity?  
    • With respect to online auctions, what are some of the risks faced by sellers?  
    • Discuss some of the marketing tactics used by Web sites to promote their auctions.  

| 4 | Mid-Term Exam  

| 4 | • Introduction to Electronic Commerce  
    • Technology Infrastructure: The Internet and the World Wide Web  
    • Business-to-Business Activities: Improving Efficiency and Reducing Costs  
    • Social Networking, Mobile Commerce, and Online Auctions  

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| **5** | • What measures can be taken to protect children on the Web?  
• Discuss the role of ethics when formulating Web business policies.  
• Discuss the financial implications of spam.  
• How is benchmark testing conducted?  
• Selling on the Web  
• Marketing on the Web  
• Business-to-Business Activities: Improving Efficiency and Reducing Costs  
• Social Networking, Mobile Commerce, and Online Auctions  
• The Environment of Electronic Commerce  
• Web Server Hardware and Software  
• Electronic Commerce Security  
• Payment Systems for Electronic Commerce  
• Maintaining Electronic Commerce Implementations  
|   |   |
| **6** | • Discuss the security risks involved in allowing cookies to be stored on your computer.  
• Describe some of the interactions between systems that occur during transaction processing.  
• What are the advantages of having middleware developed in-house?  
• How does a firewall protect a computer network from unauthorized access?  
• Discuss the difference between a proxy server firewall and a gateway firewall.  
|   |   |
| **7** | • Why is the idea of using electronic cash still so popular despite the many failures in the last few years?  
• Why do you think micropayments have not been implemented very well on the Web thus far?  
• Discuss the difference between the net present value and the internal rate of return evaluation methods.  
• For companies in the newspaper business, what is the opportunity cost of not having a Web presence?  
• Discuss the advantages and disadvantages of outsourcing.  
|   |   |
| **8** | Final Exam  
• The Environment of Electronic Commerce  
• Web Server Hardware and Software  
|   |   |
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<td>This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.</td>
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<td>Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.</td>
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- Drop/Withdrawal Policy
- Plagiarism Policy
- Extension Process and Policy
- Disability Accommodations

Grading Scale
Please see the Student Handbook to reference the University’s grading scale.

Citation and Reference Style
Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.
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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. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. 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.

Netiquette
Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- Technology Limitations: While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- Humor Note: Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-) , :), 😊

Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web
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resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.
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