

ABEN 124 E-Commerce for Small Business*2 Credits, 30 hours*

Introduction to e-commerce including websites, electronic tendering and internet research.

Prerequisites and/or co-requisites ABEN 100 or consent of the Program Chair.

Instructor

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Office Hours

Office hours are flexible. Contact your instructor to book an online or telephone meeting.

Online Delivery: iLearn.Keyano.ca

Required Resources**Textbook title:**

No additional textbook required. Some readings are from the ABEN 100 textbook, *Building Your Dream*.

Other supplies: Computer, internet access and a headset with microphone is recommended for online meetings.

Course Outcomes

Upon successful completion of the course, the student shall be able to:

- Discuss the fundamentals of e-commerce.
- Describe the impact of e-commerce on business organizations, consumers and society.
- Examine various e-business models.
- Apply e-commerce concepts to your proposed business venture.

Evaluation

Evaluation		Value
Quiz	Quiz #1	10%
Assignment #1	Best Practices in e-Commerce	35%
Assignment #2	E-Commerce Plan	40%
Online Activities	Online Meetings, Forums, Wikis, Glossary, Activities	15%
	Course Total	100%

The minimum pre-requisite for progression is 1.7 (refer to Grading System on following page)

Grading System

Descriptor	4.0 Scale	Percent
Excellent	4.0	96 – 100
	4.0	90 – 95
	3.7	85 – 89
Good	3.3	81 – 84
	3.0	77 – 80
	2.7	73 – 76
Satisfactory	2.3	69 – 72
	2.0	65 – 68
Minimum Prerequisite	1.7	60 – 64
Poor	1.3	55 – 59
Minimum Pass	1.0	50 – 54
Failure	0.0	0 – 49

Proposed Schedule of Topics

	TOPIC	Graded Items
Week 1	Fundamentals of e-Commerce The Impact of e-Commerce E-Commerce Business Models	Online Activities (5%) Quiz (10%) Assignment 1 (35%)
Week 2	Designing an e-Commerce Plan	Assignment 2 (40%) Online Activities (10%)

Please Note:

Date and time allotted to each topic is subject to change.

Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person’s work as one’s own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications

Academic Misconduct (continued)

- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca.

Specialized Supports**Counselling and Accessibility Services**

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.