



# COURSE OUTLINE

**Course Name:** International E-Commerce

**Course Number:** MGMT 1008

**Number of Credits:** 3.0

**Effective Date:** September 2017

**Course Description:**

E-commerce is rapidly changing the world of Canadian and international commerce. This course explores the increasingly intertwined relationship between information and communication technology and the world of business. Students will develop an understanding of the practices and principles of using the internet and social media to market goods and services. Selected Canadian case examples will be used to illustrate critical issues that have arisen as a result of the introduction of e-commerce practices in the marketplace.

**School or Centre:**

School of Hospitality, Food Studies and Applied Business

**Year of Study:**

N/A

**Course History:**

New Course

**Name of Replacing Course (if applicable):**

**Course Pre-requisites (if applicable):**

Admission to the program

**Course Co-requisites (if applicable):**

**PLAR (Prior Learning Assessment & Recognition)**

No  Yes (details below):

**Instructional Strategies:**

lectures, group discussions, case study analyses

**Course Learning Outcomes:**

Successful students will be able to:

1. Explain the history and development of internet marketing and e-commerce
2. Analyze different online business models
3. Explain the importance of security and controls when conducting business in an online environment
4. Explain the importance of brand management in an online environment
5. Develop an e-marketing and communications plan for a selected company
6. Evaluate the success of internet marketing options
7. Explain the distribution challenges that have arisen with the introduction of e-commerce techniques
8. Develop social media strategies that can be applied to help meet e-commerce goals
9. Explain how data analytics are used to provide business intelligence for e-commerce
10. Discuss the ethical, legal, social and regulatory issues that arise in e-commerce operations

**Program Learning Outcomes:**

Upon completion of the Post-Degree Diploma, in Canadian Business Management, successful students will be able to:

1. Communicate effectively as business professionals.
2. Work with others to solve problems and manage projects.
3. Demonstrate leadership competencies in the business sector
4. Evaluate financial information and financial implications related to business decisions to support the goals of a business enterprise.
5. Improve business procedures by applying up to date principles of operations management.
6. Apply critical thinking and problem solving techniques to make sound management decisions and recommendations.
7. Manage basic human relations issues in a business setting.
8. Manage cross culturally with adaptability, flexibility, openness and confidence
9. Evaluate the impact of various economic, legal, cultural, political and geopolitical systems on business and leadership.
10. Act in an ethical and socially responsible manner within the legal framework of the Canadian business sector.
11. Employ sustainability decision-making and practices in their work as business professionals.

## Evaluation/Grading System

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		D (50%)

## Components and Weighting of the Assessment/Evaluation Plan:

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Participation	10	
Project	20	web-based research project
Assignments	30	e-marketing assignment
Midterm Exam	20	
Final Exam	20	
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<b>Total</b>		<b>100</b>

## Learning Environment/Type

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	45	
<b>Total</b>		<b>45</b>

## Resource Material(s):

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

## Course Topics:

1. Introduction to E-Commerce
2. Internet Business Models and Strategies
3. Evolution and Applications of the Internet
4. Enterprise-Wide and Inter-Enterprise Systems
5. Security and Controls
6. Billing and Payment Systems
7. Supply-Chain Management
8. E-Procurement, Trading Exchanges, and Auctions
9. Customer Relationship Management
10. Data Analytics and Business Management
11. E-Marketing and Advertising
12. Performance Measurement in E-Commerce
13. Ethical, Legal, and Taxation Issues in E-Commerce

## VCC Education and Education Support Policies

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about/governance--policies/policies/>

To find out how this course transfers, visit the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca).

### FOR COMMITTEE USE ONLY

Approved by Curriculum Committee:	August 16, 2016	Approved by Education Council:	September 13, 2016
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