

FALL 2008

ADM 08201 [Ebusiness Tech](#) (Section: E70R Code: 2754)

General Course Information

Instructor: Orit Hirsh

Office Location: L-710

Office Hours: By appointment only

Office Phone: 718-368-4780

E-mail: ohirsh@kbcc.cuny.edu

Course Web Site: <http://www.kingsborough.edu/academicDepartments/tec/oh/eBUSINESS/index.html>

Classroom Location: S-214

Class Days/Times: T,TH 6:30 - 8:00 PM

Textbook: Napier, H. Albert, et al., *Creating a Winning E-Business, Second Edition*, Course Technology, 2006, ISBN 0-619-21742-1.

Course Objectives

The main purpose of this course is to provide students with a comprehensive understanding of e-business entrepreneurship. Students will learn information related to the following topics: assessing entrepreneurial abilities, defining the entrepreneurial process, recognizing the characteristics of e-business and the role e-business plays in the global economy, identifying various e-business models, developing new e-business ideas, creating a business plan, securing startup financing, facing various startup challenges including hiring key staff and selecting technologies, marketing an e-business and its products or services, developing an e-business Web site, and securing an e-business's assets from various internal and external threats.

Students will have an opportunity to apply their knowledge through hands-on exercises and case project assignments. Communicating ideas and facts to others is emphasized in the exercise assignments. Communication and team work are emphasized in the case project assignments.

Web Sites

Supplementary information for the course is available from <http://www.kingsborough.edu/academicDepartments/tec/oh/eBUSINES/index.html>. This Web site contains class notes, class announcements, exam summaries, the course syllabus, test dates, and additional links. Answers to the end-of-chapter review questions and student assignment files can also be found on the Web site.

E-Mail

All students are requested to obtain a KCC student ONLY e-mail account. If you have questions about the course or need assistance, please contact me in person or by telephone during office hours or by e-mail at any time. Also, you may submit the end-of-chapter case project assignments in class on the date they are due, or send them to me via e-mail on the due date.

Grading and Evaluation Criteria

- Forty percent of the grade is based on two examinations: a mid-term examination and final examination. Both examinations are cumulative and may include true or false, multiple choice, completion, or essay questions. An in-class review will be held prior to each examination.
- Forty percent of the grade is based on the completion of assigned end-of-chapter exercises and case projects.
- Twenty percent of the grade is based on participation in developing or critiquing solutions for the team projects.

Tentative Course Schedule

Readings, Exercises, Projects, and Exams

Topics	Chapter Readings	Exercises	Case Projects	Exams
Week One: 9/9 and 9/11 Overview of the Internet, the Web, and e-business basics	Chapter 1	Exercises 3 and 5	Case Project 2 Team Project	
Week Two: 9/16 and 9/18 Entrepreneurship, the entrepreneurial process, and e-business success factors	Chapter 2	Exercises 4 and 5	Case Project 1 Team Project	
Week Three: 9/23 and 9/25 Business plan organization, executive summary, mission statement, and business description	Chapter 3	Exercises 1-3	Case Project 1	
Week Four: 10/2 Marketplace analysis, operational, financial, and management plans, legal business forms, and strategic partnerships	Chapter 3	Exercises 4 and 5	Case Project 2 Team Project	
Week Five: 10/7 Sources for financing a startup	Chapter 4	Exercises 1 and 2	Case Project 3 Team Project	
Week Six: 10/14 and 10/16 Legal, hiring, office space, electronic payment, and technology issues	Chapter 5	Exercises 1 and 3	Case Project 1 Team Project	
Week Seven: 10/21 and 10/23 Marketing mix, branding, market research, and marketing planning	Chapter 6		Team Project	
Week Eight: 10/28 and 10/30 Mid-term review and exam	Review	Review 10/28 Mid-term exam 10/30		Mid-Term Exam
Week Nine: 11/4 and 11/6 Web Marketing tools	Chapter 6	Exercises 1-5	Case Projects 1-3	
Week Ten: 10/11 and 10/13 Affiliate marketing as a promotional tool and a source of revenue	Chapter 7	Exercises 1 and 3	Case Project 2 Team Project	
Week Eleven: 10/18 and 10/20 Web site planning, organization, accessibility, and usability	Chapter 8	Exercises 1 and 2	Case Project 1	
Week Twelve: 10/25 Web page design, outsourcing Web site development	Chapter 8	Exercises 3-5	Case Projects 2-3 Team Project	
Week Thirteen: 11/2 and 11/4 Web technologies, Web site benchmarking, and Web analytics	Chapter 9	Exercises 1 and 2	Case Project 1 Team Project Appendix	
Week Fourteen: 11/9 Risk management, business continuity planning, records management, network and Web site security, and security audits	Chapter 10	Last Class		
Week Fifteen: Final review and exam				Final Exam