

VANCOUVER ISLAND UNIVERSITY
Faculty of Management - Business - viu.ca/management/
MANAGEMENT 230: INTRODUCTION TO eMANAGEMENT
FALL 2017

Vancouver Island University acknowledges and thanks the Coast Salish nations of the Snuneymuxw, Tla'Amin, Snaw-Naw-As and Cowichan for allowing us to teach, learn, live and share educational experiences on the traditional territories of these nations.

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Twitter:	https://twitter/verso	
Web:	http://verso.ca/viu-class-resources/mgmt230/	
Lecture:	Thurs. 1:00pm – 3:00 pm	Building 180 Room 134 (Sections 2 & 3)
Lab:	Tues. 1:00pm - 2:00 pm	Building 250 Room 115 (Section 2)
	Tues. 2:00pm – 3:00 pm	Building 250 Room 115 (Section 3)
Office hours:	Wednesday 1:00 – 3:00pm and Thursday 10:00am – noon, or by appointment.	
Prerequisite:	Prerequisite: MARK 160 and EITHER competency in computer use (see BBA Program for details) or QUME 185.	
Course overview:	An introduction to business and technical issues related to the internet and other business technologies. Topics include internet technology, internet business models, intranets, extranets, web portals, internet opportunities for sales marketing and branding, e-business software, hardware, internet security, e-business planning, web services, hosting and basic web site design.	
Learning outcomes:	Upon successful completion of this course, the student will demonstrate: <ul style="list-style-type: none">▪ familiarity with internet technology terminology▪ a basic understanding of how the internet is changing the way that organizations do business▪ the ability to explain and identify a range of internet business and revenue models▪ an understanding of the main ways in which marketers can use web channels▪ an understanding of how internet security, privacy, and intellectual property issues impact online business activities▪ the ability to plan and design a basic organizational website▪ the ability to plan, develop, and publish a basic organizational website using one or more selected tools that conform to current web standards.	
Required resources:	Course website: http://verso.ca/viu-class-resources/mgmt230/	
	Use of the materials on the course website is an integral part of the course. Resources include PowerPoint slides to support lectures and labs, video and links to online required readings.	
	There is no printed textbook for this course. Required materials for the course, including readings and videos will be posted to the course website at http://verso.ca/viu-class-resources/mgmt230/	

Methods of evaluation:

The final grade is based on the following:

Assignment	Value	Due
Mid-term test (in-class)	25%	October 19th
Final Exam (take home)	25%	Exam period
Lab assignment (in-class)	10%	October 17th
Class Participation	5%	Ongoing
Web Site Assignment – Part 1 Planning Documentation	20%	Oct 30th, 4:30pm
Web Site Assignment – Part 2 Web Site Production	15%	Dec 1st, 4:30pm
Total	100%	

References:

Faculty of Management (Business) requires the APA style of referencing for academic papers. Resources for using APA are available from the VIU Writing Centre (Library, Room 474). You can find their hours of operation and access to online student resources (including tutorials and a printable Quick Guide) at: <https://www2.viu.ca/writingcentre/>.

English standards:

Assignments must be free of spelling, punctuation and grammatical errors. Assignments containing such errors will be penalized (i.e. mark deductions).

Accommodation:

Students with documented disabilities requiring academic and/or exam accommodation should contact Disability Services in Building 200.

Grading Scale:

Grades will be assigned according to the following scale:

A+	90 – 100%	B+	76 – 79	C+	64 – 67	D	50 – 54
A	85 – 89	B	72 – 75	C	60 – 63	F	< 50
A-	80 – 84	B-	68 – 71	C-	55 – 59		

Academic misconduct:

Academic misconduct will not be tolerated. Academic misconduct includes, but is not limited to, giving and receiving information during any test or exam; using unauthorized sources of information during any test; plagiarizing; fabrication, cheating, and, misrepresenting the work of another person as your own; facilitation of academic misconduct; and under certain conditions, non-attendance.

Plagiarism, intentional or not, will not be tolerated. You must reference your work and acknowledge sources with in-text citations and a complete list of references. This includes direct and indirect quotes, diagrams, charts, figures, pictures and written material.

For group projects, responsibility for academic integrity, which can result in academic misconduct and its resulting penalties, rests with each person in the group and sanctions would be borne by each member.

More details on Academic Misconduct are set out in the Student Conduct Code and Student Academic Code of Conduct Policies in the current Vancouver Island University calendar. The complete policies are located online at: <http://www.viu.ca/policies/policies-index.asp>

If permitted by the instructor, only the following approved calculators may be used in exams/tests/quizzes: Texas Instrument BAII Plus, BAII, BA35; Sharp EL-733A, and HP 10B. No other materials will be allowed on the desktop apart from a pen/pencil unless specifically approved by the faculty member.

Assignments:

Mid-Term Test and Final Exam: The Midterm test will consist of short answer questions from the material covered in lectures, class discussions, labs and reading materials during Weeks 1 – 6 of the course. The Final is a time-constrained take home exam and will consist of short essay questions. It is a comprehensive exam and will test the material covered in lectures and required readings during Weeks 1 – 13. **A student missing the Mid-Term or Final without prior authorization for good cause will receive a mark of ZERO.**

Lab assignment: There will be one practical, hands-on lab assignment designed to test your understanding of the principles of web site development covered in Weeks 1 – 5 of the course.

Participation: Discussion by students of issues arising during lectures and labs is expected. Students should familiarize themselves with the topic for the week by reviewing the relevant readings and other materials **prior to the lecture**, and demonstrate their awareness of current developments in e-Management by reference to news items, internet sources etc. The participation grade will be calculated based on work handed in after lab or classroom activities, and participation in class discussions.

Web site planning documentation and site development: The web site assignment will take the form of a business or organization website (or part of a website) to be planned and then produced individually using WordPress. It will be submitted in two stages: Stage 1, a full written web site plan (worth 20%), and Stage 2, the built-out site itself (worth 15%). Full instructions and evaluation criteria for the assignment will be provided during class time. **Late assignments will not be accepted without prior arrangement and for good cause.**

WEEKLY SCHEDULE – SEE COURSE WEBSITE FOR CLASS NOTES AND RESOURCES

Week	Lab Topic (Tuesday)	Lecture Topic (Thursday)	Required to read or watch
1 Sept 4 - 8	Introduction to the lab classes. Web folders, submitting assignments. Introduction to basic html, web publishing and web editors	Introduction to the course Being digital: the implications of the internet for businesses and other organizations	See course website
2 Sept 11 - 15	Fonts, text, and colour on the web.	Internet history Internet technology: infrastructure and applications Selecting a domain name	See course website
3 Sept 18 – 22	Inserting images and image descriptions on a web page	Web site planning activities. Overview of web project assignment instructions	See course website
4 Sept 25 – 29	Using multimedia on the web	Digital design and usability Search engine optimization	See course website
5 Oct 2 – 6	Cascading style sheet (CSS) basics	Implementing basic eCommerce: technologies and options Form design	See course website
6 Oct 9 – 13	STUDY DAY - NO CLASSES	Internet business and revenue models	See course website
7 Oct 16 – 20	LAB ASSIGNMENT – In class	MIDTERM TEST - in class	See course website
8 Oct 23 – 27	Using WordPress for an organization or company website – step-by-step instructions	Internet marketing 1	See course website
9 Oct 30 – Nov 3	WordPress - tips and tricks Web Site Assignment – Part 1 Planning Documentation – due Monday October 30th at 4:30pm	Internet marketing 2	See course website
10 Nov 6 – 10	Using Google Docs to create forms Work on project website	Measurement and evaluation: Web analytics and data mining	See course website
11 Nov 13 – 17	Work on project website	Digital markets	See course website
12 Nov 20 – 24	Work on project website	Internet security and intellectual property issues	See course website
13 Nov 27 – Dec 1	Web site presentations Web Site Assignment – Part 2 Web Site Production – due Friday, December 1st at 4:30pm via email	Mobile commerce Virtual and augmented reality Review session in preparation for the Final	See course website