Marketing 463
Introduction to E-Business
Spring 2001
Michael J. Tippins

Class Hours:	1:20 - 2:50 TR
Office Hours:	11:00 - 1:00 p.m. TR and by appointment
Office:	Clow Faculty 211
Phone:	424-2094

Nature of the Course:

Much like the Internet, this course is structured to fast-paced and dynamic. While we will adhere to a general framework with regard to the topics to be covered, some flexibility is necessary in order to accommodate our guest speakers' schedules. If all goes as planned, we will have an opportunity to visit with several industry professionals who are currently involved in cutting-edge technology and its application. While our class lectures and guest speakers will take-up a large portion of our time together, class discussions will be critical for our success and will contribute a significant portion to your final course grade. Therefore, each person must keep-up with our weekly reading assignments and come to class willing and able to contribute.

Course Objectives:

This course has several objectives. The first objective is to enhance each person's understanding of E-Business and how the Internet has changed the business environment. In order to reach this objective we will explore several critical topic areas and try to determine how emerging business practices may affect us personally and professionally. We will also examine specific Internet companies in order to identify potential problems and opportunities and to gain insights into the different models currently being used. A final objective is to provide some exposure to *e-related* professionals. To do this, I will be inviting guest speakers to come and visit with us.

Specifically, this course supports the following COBA goals:
- Business Knowledge – "COBA graduates will demonstrate knowledge in the functional business areas."
- Business Environment 3 – "COBA graduates will be able to assess global business issues."
- Business Skills 1 – "COBA graduates will demonstrate competency in communication skills, including business writing and oral presentations."
- Business Skill 2 – "COBA graduates will demonstrate competency in project management skills by effectively planning and implementing projects and activities."
- Business Skills 3 – "COBA graduates will demonstrate competency in analysis/creative problem solving by using information & solving problems."
- Business Skill 4 – "COBA graduates will demonstrate competency related to the utilization of information technology."

Textbooks

Instead of relying on a conventional textbook, we will be using a "digital" textbook. Our digital

textbook will contain general topical information as well as links to related sites (assigned reading will consist of articles, audio files, and papers found on the web).

COURSE COMPONENTS:

1.   Assignment 1 – Investment Project (3-4 pages)

Everyone in this class is aware of what has been happening in the stock market with regard to technology-related (i.e., Internet) companies. Your assignment is to pick a publicly traded Internet-based company that you feel has real potential for success. Your company can operate in any industry and can be foreign or domestic. After selecting your company, you task is to submit a 3-4 page write-up outlining your rationale for choosing the firm. The following questions will give you some guidance about the points you should cover in your written submission: 1) What is the company's edge? 2) What are the major threats and opportunities? 3) Who are the major competitors? 4) Who are the target customers?, and 5) How does the firm satisfy customer needs and wants better than anyone else? As part of this assignment, you will be asked to discuss your company selection in class.

2.   Assignment 2 – Site Paper (2-3 pages)

Given the vast number of on-line sites trying to sell one thing or another, it is becoming harder and harder for companies to stand out in the crowded market place. Today companies must continually come up with more effective "hooks" to entice *web surfers* to slow-down and take a closer look at what is being offered. Your assignment is to find a consumer-oriented Internet site that is interesting and unique.   That is, find a site that is selling something interesting or unique or selling something mundane, but in an interesting manner. Provide a brief summary explaining how the site is effective and why you think the site differs from all the other competing sites. Provide a copy of the home page for your selected site. Be prepared to discuss your site in class.

3.   Assignment 3 – Comprehensive Business Report (5-7 pages)

The purpose of this project is to select an organization (business, charity, church, etc.) from the Fox Valley area and suggest how it can utilize the Internet to better achieve its marketing goals. Your suggestions must be realistic and must be compatible with what the organization's mission. You may select an organization that you are personally associated with provided it does not currently have a highly developed Internet presence. In short, I'm not interested in a summary of what other people have already done, but rather how you would develop and utilize Internet operations in order to achieve the organization's goals. Your report should include information pertaining to: 1) basic organizational activities, 2) current organizational goals and objectives, 3) specific aspects or characteristics of the Internet that might help achieve those goals and objectives (relative to some other channel or business model), and 4) specific recommendations related to how the Internet can be utilized.

4.   Participation

Participation includes class attendance and active contribution to in-class and on-line discussions. Given the nature of this course, each person must be willing to share his or her experiences and expertise in order to gain a more fully developed understanding of how the

Internet can or will affect all of us.

5. Examinations

We will have 3 examinations consisting of multiple choice and short answer/essay.

Grading and Evaluation Criteria:

	POINTS	**Approx. % of Grade**
Assignment 1 (Investment)	20	13%
Assignment 2 (Site Paper)	15	9%
Assignment 3 (Business Report)	35	22%
Participation	15	9%
Exam 1	25	16%
Exam 2	25	16%
Exam 3	25	16%
Total Points	**160**	**100%**

Grade	Percent	Minimum Points
A	92%	147
A/B	88%	141
B	82%	131
B/C	78%	125
C	72%	115
C/D	68%	109
D	60%	96
F	<59%	

Course Schedule – Marketing 463 (Spring 2001)
(Revisions will be made to accommodate Guest Speakers' schedules when necessary)

Date	Topic	Assignment
1-30	Introduction & Course Overview	
2-1	Importance of the Internet	See Web Page for Readings
2-6	**Guest Speaker (Robert Jacque – Intel Server Top Gun)**	
2-8	Business Models	See Web Page for Readings
2-13		
2-15	**Guest Speaker (Steve Lark – EAA)**	
2-20	Web Start-Up	See Web Page for Readings
2-22	Financial Aspects of the Internet	See Web Page for Readings
2-27		
3-1	**Guest Speaker (Steve Heins – NorthNet)**	
3-6	**Exam 1**	
3-8	E-tailing	See Web Page for Readings
3-13	**Guest Speaker (Pat McCormick – Thinksite)**	
3-15	Internet Design (B2C)	See Web Page for Readings
3-20	**SPRING BREAK**	
3-22		
3-27	Consumer Behavior and the Internet	See Web Page for Readings
3-29		
4-3	Going Global with the Internet	See Web Page for Readings
4-5	**Exam 2**	
4-10	B2B	See Web Page for Readings
4-12		
4-17	Channel conflict	See Web Page for Readings
4-19	Hypermarkets	See Web Page for Readings
4-24	Intelligent Agents	See Web Page for Readings
4-26	Privacy	See Web Page for Readings
5-1	Ethics	See Web Page for Readings
5-3	Trust	See Web Page for Readings
5-8	**Exam 3**	
5-10	Course Wrap-Up	