FLORIDA ATLANTIC UNIVERSITY™

Graduate Programs—COURSE CHANGE REQUEST

DEPARTMENT NAME: INFORMATION TECHNOLOGY AND OPERATIONS MANAGEMENT	COLLEGE OF: BUSINESS
COURSE PREFIX & NUMBER: ISM 6508	CURRENT COURSE TITLE: E-BUSINESS DEVELOPMENT

CHANGE(S) REQUESTED

SHOW "X" IN FRONT OF OPTION	SHOW "X" IN FRONT OF OPTION
CHANGE PREFIX FROM TO: CHANGE COURSE NO. FROM TO: CHANGE CREDITS FROM TO: X CHANGE PREREQUISITES TO: **Admission to an FAU graduate program** *ENFORCE? YES CHANGE COREQUISITES TO: *ENFORCE? CHANGE OTHER REGISTRATION CONTROLS TO: *ENFORCE? CHANGE GRADING FROM TO:	X CHANGE TITLE TO: **WEB-BASED BUSINESS DEVELOPMENT** X CHANGE DESCRIPTION TO: COURSE DEVELOPS SKILLS FOR LAUNCHING AND MANAGING WEB-BASED BUSINESSES. STUDENTS WILL COMPLETE A BUSINESS PLAN FOR STARTING AN ONLINE BUSINESS OF THEIR CHOICE. ADDITIONAL TOPICS INCLUDE EVALUATING CURRENT WEB-BASED BUSINESS OPPORTUNITIES, ONLINE ENTREPRENEURSHIP, WEB-BASED VENTURE FINANCING, AND E-BUSINESS OPERATIONS.

CHANGES TO BE EFFECTIVE: SPRING 2012

Attach syllabus for **ANY** changes to current course information.

Will the requested change(s) cause this course to overlap any other FAU course(s)? If yes, please list course(s). YES NO X	Any other departments and/or colleges that might be affected by the change(s) must be consulted. List entities that have been consulted and attach written comments from each.

TERMINATE COURSE, EFFECTIVE:

Faculty Contact, Email, Complete Phone Number:
C. Derrick Huang
dhuang@fau.edu, **561-297-2776**

SIGNATURES		SUPPORTING MATERIALS
Approved by:	*Date:*	Syllabus—must include all criteria as detailed in Guidelines. Go to: http://graduate.fau.edu/gpc/ to access Guidelines and to download this form.
Department Chair: _____	10/24/11	
College Curriculum Chair: _____	11/14/11	
College Dean: _____	11-15-11	
UGPC Chair: _____	_____	Written Consent—required from all departments affected.
Dean, Graduate Studies _____	_____	

* "Enforce" prerequisites or other registration controls adds these restrictions to the course schedule; students whose academic careers do not show these prerequisites or other details will not be able to register. When box is not checked, restrictions show in catalog description only.

Email this form and syllabus to ejohn@fau.edu and eqirjo@fau.edu one week *before* the University Graduate Programs Committee meeting so that materials may be viewed on the UGPC website by committee members prior to the meeting.

ISM 6508
WEB-BASED BUSINESS DEVELOPMENT

Instructor:
Email:
Phone:
Office:
Office hour:
Term:

COURSE DESCRIPTION

Course develops skills for launching and managing web-based businesses. Students will complete a business plan for starting an online business of their choice. Additional topics include evaluating current web-based business opportunities, online entrepreneurship, web-based venture financing, and e-business operations.

COURSE OBJECTIVES

The Internet and its related information and communications technologies have transformed the economy and the businesses within a very short period of time: Costs of performing many kinds of business operations have plummeted; entire new ways of commercial transactions have emerged; and revolutionary and evolutionary business models have been created. This course provides an overview of the web-based businesses and affords students with the necessary skills to launch and manage their own. At the end of this course, students are expected to have obtained the following knowledge and skills:

- Understanding online business models, operations, and competition
- Evaluating, selecting and starting an online business
- Creating business plan for a new web-based venture

This course is an elective in the MBA program and a required course for the MSITM Information Technology Management track. **This course is a 3-credit course.**

PRE-REQUISITE

Admission to an FAU graduate program

TEXT BOOKS

- Glaspey and Kveton, *From Idea to Web Startup in 21 Days*, New Riders Publishing, 2011, 9780321714282.

- Comm, KaChing: How to Run an Online Business That Pays and Pays, Wiley, 9780470597675.
- Barringer, Preparing Effective Business Plans: An Entrepreneurial Approach, Prentice Hall, 9780132318327.

These books are not traditional textbooks. They are chosen to give you a realistic, instead of academic, perspective of building and running an online business. Additional readings will be supplied on Blackboard or the instructor's site, some on a real-time basis. So be advised that the reading requirement for this course is "live" in the sense that it can be sporadic and heavy at times while static in other weeks. For more readings, check out the Appendix A of the syllabus.

COURSE COMPONENTS

Class Participation and Online Discussion

Regular attendance and active participation are the essential part of learning in this course. The classes are discussion-based with minimal lectures. You should finish the assigned reading beforehand and be prepared to discuss the topics. Additionally, guest speakers — most of them industry practitioners — are invited for a number of in-class sessions; your participation is critical during their presentations (because they all love interactions, not lecturing).

To complement regular class work, there will be several required online forum discussions. For each forum, a number of students will be assigned as "lead discussants," responsible for composing and posting a short (2-3 pages) paper and leading the discussions by monitoring the comments on their papers and reply appropriately. All other students are expected to read those short papers and discuss their findings. Your short papers may be used for GEB 6215 portfolio paper certification; check with your instructor for details.

Team Business Plan

The most important component of the course is the business plan, a "late term," team-based (two to four students preferred) project. You are expected to create a "real" — that is, real-life workable — business plan of a web-based business, set up a web site (using one of the free hosting services such as webon or Google Sites) as a proof of concept, write up and present the plan to class as if presenting to potential financiers. In other words, you are expected to "live through" the creation and running of an online business via the business plan project.

Details on how to write a business plan will be discussed throughout the semester. You should plan to management the business plan as a business project: a series of milestone is set up until the due date (see Appendix), and teams are required to use a document sharing site (group page on Blackboard and Google Docs preferred) where the instructor can keep track of the progress. Your plan will be graded based on the same criteria used by venture capitalists in similar situations, not on how long or how "elegant" they are.

Please note that this course is an official feeder class to business plan competition sponsored by Adams Center for Entrepreneurship at FAU. As such, the class is scheduled to accommodate your participation in this competition (check Appendix B for detailed dates). In addition to learning and satisfaction, there will be fame, prize money, and real business opportunities to be had!

Final Exam

The final exam will be administered in the last week of the semester; details will be available and discussed in class.

Grading Weights and Scale

Class participation and online discussion	30%
Team business plan	50%
Final exam	20%

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Cutoff	93	90	87	83	80	77	73	70	67	63	60	0

To receive credit towards your MBA program, a grade of C or above is required. Please do not ask for "after-the-fact" adjustment of your grade. You earn your grade based on your performance in class. There will be no rounding in the cut-off, no extra credit activities, and no curving of the grades applied in this course.

OTHER REQUIREMENTS

Internet and Email Access

Students are expected and required to have Internet access, Microsoft Office (preferably 2007, or compatible products), and email account for this course. This course uses Blackboard as companion as well as an essential part of the class. Please note that *the instructor will assume that all announcements or updates sent out to you at this email address are received, read, and acted upon accordingly.*

Attendance

If you miss more than two (2) classes (with the exception of true emergencies or university-approved excuses, including athletics or scholastics teams, musical and theatrical performances, student government activities, and debate activities), your grade will be *at most* a **B**. And in general, late submission is not accepted unless explicit prior permission is issued, in which case a penalty may be assessed to maintain fairness among students. Reasonable accommodations will be made for students participating in religious observances, following the university policy on religious accommodation (at
http://www.fau.edu/academic/registrar/catalog/academics.php).

Electronic Devices

While you are in the classroom, please switch off your pagers and cell phones to avoid undue disturbance for the class participants. (True emergency situation will be accommodated.) University policy on the use of electronic devices states the following: "In order to enhance and maintain a productive atmosphere for education, personal communication devices, such as cellular telephones and pagers, are to be disabled in class sessions."

<u>Students with Disabilities — Disability policy statement:</u>

In compliance with the Americans with Disabilities Act, students who require special accommodations due to a disability to properly execute coursework must register with the Office of Students with Disabilities (OSD) located in Boca Raton (SU 133), 561-297-3880, in Davie MOD (954-236-1222), in Jupiter SR 117 (561-799-8585) and follow the university policy on disability accommodation (at http://www.fau.edu/eop/ada/ada_policy.php) and all OSD procedures.

ACADEMIC POLICY

Cheating, plagiarism, copying, and unauthorized collaboration are unacceptable, and are subject to disciplinary actions, including, but not limited to, an "F" on the course, in accordance with the policies of FAU and the College of Business. All submission may be filtered by the university anti-plagiarism system for that purpose. See the University's Code of Academic Integrity (at http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf) for details.

All submitted work or class presentations are expected to be of graduate-level quality. Unprofessional or sloppy format, writing, or presentation *will* result in lower grades. Your short papers may be used for GEB 6215 portfolio paper certification; check with your instructor for details.

University policy states that an incomplete grade "I" may be given only if a student currently has a passing grade on the course. An incomplete is meant only for students who are unable to complete the course due to severe hardships, beyond their control. In any such situations, documentary evidence of such hardships will be needed before considering an "I" grade.

APPENDIX A. REFERENCES

- Allen, *Growing and Managing a Small Business, an Entrepreneurial Perspective*, Houghton Mufflin, 2007, 9780618705092.
- Greene, *Entrepreneurship: Ideas in Action*, 5th ed., Cengage, 2012, 9780538496896.
- Halvorson, *Content Strategy for the Web*, New Riders Publishing, 9780321620064.
- Krug, *Don't Make Me Think*, 2nd ed., New Riders Publishing, 2006, 9780321344755.
- Laudon and Traver, E-Commerce: Business, Technology, Society, 7th edition, Prentice Hall, 2010, 0136091199.
- Longenecker, et al., *Small Business Management: Launching and Growing Entrepreneurial Ventures*, 16th ed., Cengage, 2012, 9781111532871.
- Miletsky, *Principles of Internet Marketing: New Tools and Methods for Web Developers*, Course Technology, 2010, 1423903196.
- Nielsen and Pernice, *Eyetracking Web Usability*, New Riders Publishing, 2010, 9780321498366.
- Qualman, *Socialnomics*, Wiley, 2009, 9780470477236.
- Rich, *The Unoffical Guide to Starting a Business Online*, 2nd ed., Wiley, 2006, 0471748382.
- Ryan and Hiduke, *Small Business: An Entrepreneur's Business Plan*, 8th ed., Cengage, 2009, 9780324591026.
- Sahlman, *How to Write a Great Business Plan*, Harvard Business Press, 2011.
- Scarborough, Essentials of Entrepreneurship and Small Business Management, 6th ed., Prentice Hall, 9780136109594.
- Shelly and Campbell, *Web Design: Introductory*, 4th ed., Course Technology, 2012, 9780538482400.
- Shelly and Frydenberg, *Web 2.0: Concepts and Applications*, Course Technology, 2011, 9781439048023.
- Sklar, *Principles of Web Design*, Course Technlogy, 2012, 3781111528706.
- Turban, King, Lee, Lang, and Turban, *Electronic Commerce: A Managerial Perspective*, 2010, Prentice Hall, 0136100414.
- Weber, *Marketing to the Social Web*, Wiley, 2007, 9780470124178.

APPENDIX B. SCHEDULE OUTLINE

#	Date	Topic	Reading	Activities
1		Introduction to Wed-Based Business; Course Overview		
2		Business Plan Basics	Barringer Turban Online Tutorial	*Business Plan*: Idea discussions
3		Online Business Models	*Online Business Guidebook*	*Guest Speaker*: *Business Plan*: Team formed
4		Strategy and Economics of Web-Based Business		*Business Plan*: Topic selected
5		Website Design Principles		*Guest Speaker*: *Business Plan*: Business model completed
6		Marketing and Sales Online	Barringer	*Business Plan*: Outline completed
7		Financing Web-Based Businesses		*Guest Speaker*: *Business Plan*: Marketing and sales analysis completed
8		Building an Online Business	Turban Online Chapter	*Business Plan*: Financial analysis completed
9		Business Plan Clinic		*Business Plan*: Draft completed
10		Business Plan Presentation		*Business Plan*: Done and submitted
11		Web 2.0 and Social Networks	*Techcrunch posts 1, 2, & 3*	*Guest Speaker*:
12		E-Commerce		*Guest Speaker*:
13		Content and Information Product		*Guest Speaker*:
14		Online Advertising		*Guest Speaker*:
15		Final Exam		