





Business Technology Management Administration (BTMA) 320

Overview of e-Commerce (Revision 1)

Status:

Replaced with new revision, see the [course listing](#)  for the current revision 

Delivery mode:

[Individualized study online](#)  with [eText](#) 

Credits:

3

Area of study:

Applied Studies (Business and Administrative Studies)

Prerequisite:

None

Precluded:

ECOM 320. BTMA 320 cannot be taken for credit by students who have obtained credit for ECOM 320.

Challenge:

BTMA 320 has a challenge for credit option.

Faculty:

[Faculty of Business](#) 



Overview

BTMA 320: Overview of e-Commerce is a three-credit, senior-level course at Athabasca University. This foundational course focuses on principles of digital business and e-commerce from a business perspective. This course provides an overview of business and technology topics, business models, virtual value chain, and innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored.

Outline

BTMA 320 consists of the following 11 lessons of study. Each lesson is designed to teach you the concepts, principles, and case-study skills that will enable you to learn the course objectives.


- Lesson 1: Introduction to E-commerce
- Lesson 2: E-commerce Infrastructure
- Lesson 3: Business Models and E-commerce
- Lesson 4: Digital Business Strategy
- Lesson 5: E-commerce Customer Interface Analysis and Design
- Lesson 6: Supply Chain Management and E-commerce
- Lesson 7: Digital Marketing and Advertising Strategies
- Lesson 8: Digital Security and Controls
- Lesson 9: Digital Payment Systems
- Lesson 10: Legal and Ethical Issues in E-commerce
- Lesson 11: Social Commerce and Other Issues in E-commerce


Evaluation

To **receive credit** [↗](#) for BTMA 320, you must complete three written assignments and pass a midterm examination and a final examination. The

passing grade for each examination is 50 percent. In addition, you must achieve an overall course grade of at least **D (50 percent)** .

Activity	Weight
Assignment 1	10%
Assignment 2	10%
Assignment 3	10%
Online Participation*	10%
Midterm Exam	20%
Final Exam	40%
Total	100%

The **midterm and final examinations** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades**  section of the Calendar.

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** .

*Marks for online participation will be awarded both on the quantity and quality of your contributions. You are expected to provide pertinent comments and thoughtful insight to the discussion.

Materials

Laudon, K. C., & Traver, C. G. (2021). *E-commerce 2021: Business, technology, society* (16th ed.). Pearson.  (eText)

eText

Registration in this course includes an electronic textbook. For more information on **electronic textbooks** [↗](#), please refer to our **eText Initiative site** [↗](#).

Textbook Companion Site

The **companion website** [↗](#) for Laudon & Traver (2021) contains resources, including videos, links, and review projects and exercises. Use these resources to assess and reinforce your learning; do not submit any activities.

You can acquire the print version of the textbook on your own if you wish.

Other Resources

All other learning resources will be available online.

Challenge for credit

Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

Evaluation





To **receive credit** [↗](#) for the BTMA 320 challenge registration, you must achieve a grade of at least **D (50 percent)** [↗](#) on the examination.

Activity	Weight
Online Exam (3 hours)	100%
Total	100%



Challenge for credit course registration form

Important links

- › [Academic advising](#) 
- › [Program planning](#) 
- › [Request assistance](#) 
- › [Support services](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

Opened in Revision 1, December 14, 2021

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