

## Washtenaw Community College Comprehensive Report

### BMG 155 Business on the Internet Effective Term: Winter 2020

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 155

**Org Number:** 13210

**Full Course Title:** Business on the Internet

**Transcript Title:** Business on the Internet

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Three Year Review / Assessment Report

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Course description**

**Objectives/Evaluation**

**Other:**

**Rationale:** Master syllabus update based on assessment results.

**Proposed Start Semester:** Fall 2019

**Course Description:** In this course, students will explore ways businesses are leveraging Internet technologies and tools in marketing and operational strategies. Students will learn the history of the Internet and the evolution of e-commerce. Other topics will include terms and strategies related to online retailing, advertising, social media, business operations, new ventures and emerging technologies.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

#### General Education

## **Request Course Transfer**

### **Proposed For:**

## **Student Learning Outcomes**

1. Define and apply tactics that leverage current and emerging technologies in marketing and operations.

### **Assessment 1**

Assessment Tool: Departmental exam

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of the students will score 70% or greater

Who will score and analyze the data: Instructors

2. Define terms related to business on the Internet and list technologies of the Internet.

### **Assessment 1**

Assessment Tool: Departmental exam

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of the students will score 70% or greater

Who will score and analyze the data: Instructors

3. Identify emerging tools and how they can be applied in business operations and/or marketing strategy.

### **Assessment 1**

Assessment Tool: Departmental exam

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of the students will score 70% or greater

Who will score and analyze the data: Instructors

## **Course Objectives**

1. Examine how Internet technologies have changed specific industries, companies and consumer expectations and behavior.
2. Examine the history of the Internet.
3. Differentiate between strategy and process as it relates to technology execution.
4. Evaluate websites and user interfaces/interactions. Discuss the growth of website content and promotions as a constant connection with industry and customers.
5. Recognize Business-to-Business, Business-to-Consumer, Auction and Retailing online strategies.
6. Identify the uses of Internet technologies across all functional areas of business.
7. Identify emerging Internet technologies and applications.
8. Identify jobs in digital marketing and online operations as well as the changing definition of traditional career opportunities in marketing and operations.
9. Identify challenges related to data security and online business ethics.

10. Outline how the Internet is driving the execution of the marketing concept, creating valuable customer experiences and relationships.
11. Outline how organizations can create value and build relationships through online operations.
12. Discuss how social media and related tools like mobile device apps are changing marketing relationships and the customer experience.

### **New Resources for Course**

#### **Course Textbooks/Resources**

Textbooks  
Manuals  
Periodicals  
Software

#### **Equipment/Facilities**

Level III classroom  
Computer workstations/lab

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Donna Rochester</i>	<i>Faculty Preparer</i>	<i>Jun 26, 2019</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Jun 27, 2019</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jun 27, 2019</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Aug 14, 2019</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Aug 29, 2019</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Sep 04, 2019</i>