**FLORIDA ATLANTIC UNIVERSITY**

Graduate Programs—COURSE CHANGE REQUEST

<table>
<thead>
<tr>
<th>DEPARTMENT NAME: INFORMATION TECHNOLOGY AND OPERATIONS MANAGEMENT</th>
<th>COLLEGE OF: BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE PREFIX &amp; NUMBER: ISM 6508</td>
<td>CURRENT COURSE TITLE: E-BUSINESS DEVELOPMENT</td>
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</tbody>
</table>

**CHANGE(S) REQUESTED**

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<tr>
<th>SHOW &quot;X&quot; IN FRONT OF OPTION</th>
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<tr>
<td>CHANGE PREFIX FROM</td>
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<td>CHANGE COURSE NO. FROM</td>
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<td>CHANGE CREDITS FROM</td>
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<tr>
<td>CHANGE PREREQUISITES TO: Admission to an FAU graduate program</td>
</tr>
<tr>
<td>*ENFORCE? YES</td>
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<td>CHANGE COREQUISITES TO:</td>
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**SHOW "X" IN FRONT OF OPTION**

| 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**

Approved by:  
Department Chair:  
College Curriculum Chair:  
College Dean:  
UGPC Chair:  
Dean, Graduate Studies  

Date:  
10/24/11  
11/14/11  
6/15/11  

**SUPPORTING MATERIALS**

Syllabus—must include all criteria as detailed in Guidelines. Go to: http://graduate.fau.edu/ugpc to access Guidelines and to download this form.

Written Consent—required from all departments affected.

* "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 egirja@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 Course Change Request Form.docxGrad—Revised August 2006
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 MIA 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
• Comm, KaChing: How to Run an Online Business That Pays and Pays, Wiley, 9780470597675.

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%

<table>
<thead>
<tr>
<th>Grade</th>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C+</th>
<th>C</th>
<th>C-</th>
<th>D+</th>
<th>D</th>
<th>D-</th>
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<td>93</td>
<td>90</td>
<td>87</td>
<td>83</td>
<td>80</td>
<td>77</td>
<td>73</td>
<td>70</td>
<td>67</td>
<td>63</td>
<td>60</td>
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</table>

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.”
Students with Disabilities – Disability policy statement:
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

# APPENDIX B. SCHEDULE OUTLINE

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Introduction to Web-Based Business; Course Overview</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td></td>
<td>Business Plan Basics</td>
<td>Barringer Turban Online Tutorial</td>
<td><em>Business Plan: Idea discussions</em></td>
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<tr>
<td>3</td>
<td></td>
<td>Online Business Models</td>
<td>Online Business Guidebook</td>
<td><em>Guest Speaker:</em></td>
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<tr>
<td>4</td>
<td></td>
<td>Strategy and Economics of Web-Based Business</td>
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<td><em>Business Plan: Business model completed</em></td>
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<td>5</td>
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<td>Website Design Principles</td>
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<td><em>Guest Speaker:</em></td>
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<td>6</td>
<td></td>
<td>Marketing and Sales Online</td>
<td>Barringer</td>
<td><em>Business Plan: Outline completed</em></td>
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<td>Financing Web-Based Businesses</td>
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<td><em>Guest Speaker:</em></td>
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<td>8</td>
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<td>Building an Online Business</td>
<td>Turban Online Chapter</td>
<td><em>Business Plan: Financial analysis completed</em></td>
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<td>9</td>
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<td>Business Plan Clinic</td>
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<td><em>Business Plan: Draft completed</em></td>
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<tr>
<td>10</td>
<td></td>
<td>Business Plan Presentation</td>
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<td><em>Business Plan: Done and submitted</em></td>
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<tr>
<td>11</td>
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<td>Web 2.0 and Social Networks</td>
<td>Techcrunch posts 1, 2, &amp; 3</td>
<td><em>Guest Speaker:</em></td>
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<td>E-Commerce</td>
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<td>Content and Information Product</td>
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<td><em>Guest Speaker:</em></td>
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<td>Online Advertising</td>
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<td><em>Guest Speaker:</em></td>
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<tr>
<td>15</td>
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<td>Final Exam</td>
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