BUSI 59B: E-BUSINESS

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2025
Units:	5
Hours:	5 lecture per week (60 total per quarter)
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- Students will demonstrate appropriate use of eCommerce terms and concepts.
- Students will critically analyze, evaluate and interpret relevant business situationsusing eCommerce concepts, problem-solving processes and decision-making frameworks.
- Students will demonstrate basic mastery of eCommerce by developing fundamental components of an eCommerce entity.

Description

Foundations and principles of building and innovating digital and e-commerce businesses sustainably into platforms, including the internet, mobile, and virtual/augmented reality, powered by emerging technologies such as artificial intelligence and blockchain. Topics include the foundations of e-business and the business and technology applications to a business' value and supply chains, business strategy, digital business models, digital business creation and innovation frameworks, prototyping, technical architectures, growth hacking, sustainability and its societal and business landscape impacts. Current topics about the latest technology trends enabling e-businesses are also discussed.

Course Objectives

The student will be able to:

1. Describe the fundamental concepts and workings of e-business/e-commerce, including how it works with the internet, mobile, artificial intelligence, blockchain, digital business models, prototyping, growth hacking, and technologies used in building, operating, and innovating e-businesses/e-commerce.
2. Apply the business model maps and technical architectures used in e-business/e-commerce creation and innovation, including different canvases to map out the building and evolution of e-businesses.
3. Apply the understanding of current technologies such as artificial intelligence and blockchain to e-businesses/e-commerce and show how e-businesses can be integrated with these technologies.
4. Explain how the relationships among global legacy business, business value chains, emerging technologies, and broader societal trends are driving e-business/e-commerce.
5. Understand how to keep informed and analyze current developments with technologies and business models, and their impact on e-business.

Course Content

1. An overview of e-business
   a. History of the internet
   b. How the internet works
   c. Ways the internet has changed our lives
   d. Artificial intelligence: definition and foundations
   e. Machine learning: definition and foundations
   f. Blockchain: definition and foundations
   g. E-business and emerging technologies impact on society
2. E-business era landscape, business models, and applications for artificial intelligence
   a. Designing a customer-centric e-business
   b. Digital business models
   c. Digital era business landscape and business structural impacts of digitization
   d. The foundations and future of artificial intelligence
   e. The building blocks of generative artificial intelligence
   f. Artificial intelligence and spatial intelligence
   g. How artificial intelligence can empower any business
3. Building and transforming e-businesses and business model applications
   a. Airbnb: building an e-business and the challenges of scale
   b. Netflix: transforming and operating a DVD legacy company into a technology and data powered e-business
   c. Understanding and applying business model maps to developing new e-businesses and transforming legacy businesses into e-businesses
4. Operating an e-business
   a. Basic digital marketing overview
   b. Rapid customer feedback and digital product prototyping
   c. Innovative design and digital product prototyping
   d. E-business data-driven decision making: Amazon, Zynga, and Netflix case studies
   e. Technical architecture for digital applications
5. Adapting for success in the 21st century e-business era
   a. The growth mindset
   b. Principles for competing in the e-business (digital and artificial intelligence) era
   c. Principles for making habit forming e-business products
   d. Foundations of growth hacking at e-businesses
   e. Applications for the success of you in the 21st century

Lab Content

Not applicable.

Special Facilities and/or Equipment

1. When offered on/off campus: classroom and laboratory with internet connectivity, including access to a web server and web browsers (Internet Explorer, Firefox, or other browser compatible with course management system).

2. When taught as an online distance learning section, students and faculty need ongoing and continuous internet and email access.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Business and internet concepts:
1. In-class and/or online exercises and/or reports
2. Quizzes and exam(s)
3. Participation/interactivity in discussions
Technical mastery of internet concepts:
1. Problem-solving and mini-projects

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lecture
Discussions (in-class/online)
Cooperative learning exercises
Demonstrations
Independent study
Industry guest lecturers/speakers

Representative Text(s) and Other Materials

Laudon and Travor. E-Commerce 2021: Business, Technology, Society, 16th ed.. 2020.

Mollick, Ethan. Co-Intelligence: Living and Working with Artificial Intelligence. 2024.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

1. Viewing or reading weekly material on various e-business concepts and practices
2. Answering questions on discussion topics and multiple choice quizzes. Students will also be given an assignment in e-business and applications of the principles learned to date
3. Additional research on e-business may be needed to effectively participate in the online class discussions
4. Application of learnings of e-businesses on different business canvases and maps
5. Observations and interview of business(es) for e-business and artificial intelligence application assignment

Discipline(s)

Business