

School of Information and Library Science
University of North Carolina at Chapel Hill

Electronic Business for Information Professionals

INLS 210-96, Summer I 2000

Syllabus

Instructor: Scott Brown
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Class Meetings: Monday through Friday, 9:45 am to 11:15 am; 307 Manning Hall

Office Hours: Monday, Wednesday, and Friday, 11:30 am to 12:30 pm, and by appointment

Course Objectives

This course is designed to:

- ❑ Give information professionals an overview of the field of electronic business,
- ❑ Develop criteria for evaluating e-business operations,
- ❑ Examine the issues facing the e-business industry, and
- ❑ Explore the information professional's role in e-business operations.

Textbooks and Readings

There is no required textbook for this course. E-business is too new and changing too rapidly for textbook authors to provide a thorough summary of the field. I have placed a number of books that I found useful in preparing materials for the class on reserve in the SILS Library. These books are:

Amor, Daniel. *The e-business (r)evolution: living and working in an interconnected world*. [HF5548.32 .A46 2000]

Korper, Steffano. *The E-commerce book: building the E-empire*. [HF5548.32 .K6 2000]

Kosiur, David. *Understanding electronic commerce* [HF5548.32 .K67 1997]

Timmers, Paul. *Electronic commerce: strategies and models for business-to-business trading* [HF5548.32 .T55 1999]

Readings for the course will be available via the World Wide Web. Links to individual readings can be found in the Schedule section of the class home page. Please budget 60 to 90 minutes per day for reading.

Assignments and Evaluation

Your final grade will be based upon four assignments and class participation. The assignments are:

- ❑ Background sheet (10%): describing your experience to date with the Internet in general and e-business in particular.
- ❑ E-Journal (20%): tracking your experiences in course.
- ❑ Article presentation (10%): in-class presentation of an e-business-related article you believe will add to the classes' understanding of e-business.
- ❑ Final project (50%): Your choice of a research paper on a topic pertaining to e-business, analysis of the e-business activities of a specific industry, or a proposal for an e-business venture.
- ❑ Class participation (10%): speaking up in class, participating in group work, etc.

Course Policies

Deadlines for all assignments will be posted in advance. You are expected to observe the deadlines.

The [University Honor Code](#) is in effect.

Please attend every class. You paid for it after all. If you need to miss class, please let me know in advance, this will save the time and expense of a massive search of the area.