Memorandum

To: College of Business Curriculum Committee
CC: Associate Dean Barbara Pierce and Dean David M. Steele
From: Judith Barlow
Date: 2/14/2006
Re: Proposed new e-Commerce Technology undergraduate degree

The proposed e-Commerce Technology undergraduate major in the College of Business will be phased in to replace the current Information Systems for Business (7567) degree. e-Commerce is an important subset of Business Information Systems, specifically electronic commerce and electronic business applications. The e-Commerce Technology undergraduate degree prepares students for this growing business arena.

The e-Commerce Technology track prepares students to manage digital businesses. Students not only develop an understanding of the business applications of new technologies, they also gain an appreciation of the increasingly important relationship between the company and its customers, and between the company and its suppliers.

The proposed e-Commerce Technology undergraduate degree is designed to deliver the skills and experience need to manage electronic commerce technology in today’s complex business environments.

The new e-Commerce Technology degree includes three new courses:

- BUS 3516 Enterprise Resource Planning Systems
- BUS 3518 Survey of Global E-Commerce Technology
- BUS 4518 E-Business Design and Implementation

BUS 3516, which is also part of the proposed Information Management curriculum, provides a technical introduction to Enterprise Resource Planning (ERP) systems and how they can be used to support electronic commerce and electronic business.

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1 This course is also required for the proposed Information Management degree.
2 This course is a restricted elective for the proposed Information Management degree.
Students get hands-on experience using ERP software to model complex interrelationships between business enterprises. BUS 3518 provides an introduction to e-Commerce tools and technologies as well as case studies of successes and failures in electronic commerce. BUS 4518 builds on concepts learned in BUS 3518. Students study and evaluate alternatives before designing and implementing a real e-Commerce or e-Business application.

The new e-Commerce Technology degree will include a strong mix of business theory and practice as well as proficiency in the latest technical tools that support today's complex business environments. These skills are in high demand in the marketplace.
Florida Institute of Technology

ADDING A NEW MAJOR OR MINOR TO THE CURRICULUM

Please provide the following information when requesting a new major or minor (programs and options) to be added to the curriculum. A code will be assigned by the Office of the Registrar and a copy of this form will be mailed to the appropriate department.

COLLEGE/SCHOOL: College of Business
SITE(S): Melbourne

DEPARTMENT: ____________________________ CAMPUS(ES): ____________________________

PROGRAM TO BE ADDED: □ Major  □ Minor

LEVEL: □ Bachelor of Arts (B.A.)  □ Bachelor of Science (B.S.)
        □ Master of Arts (M.A.)
        □ Master of Business Administration (M.B.A.)
        □ Master of Public Administration (M.P.A.)
        □ Master of Science (M.S.)
        □ Master of Science in Aviation (M.S.A.)
        □ Professional Master of Business Administration (P.M.B.A.)
        □ Educational Specialist (Ed.S.)
        □ Doctor of Education (Ed.D.)
        □ Doctor of Philosophy (Ph.D.)
        □ Doctor of Psychology (Psy.D.)

PROGRAM TITLE: (restricted to 20 spaces, including blanks)
e-Commerce Technology

TERM TO BE INITIATED: Fall 2006
ADVISER FOR NEW PROGRAM: Dr. Judith Barlow

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee, and Provost for approval below and forward to Office of the Registrar.

[Signatures and dates]

Chair, Graduate Council

[Signatures and dates]

Chair, Undergraduate Curriculum Committee

[Signature and date]

Provost

[Signature and date]

REGISTRAR’S OFFICE USE ONLY

FSA ATLAS: ____________________________ SOAXREF: ____________________________ SMAPRLE: ____________________________
STVMAJR: ____________________________ SOACURR: ____________________________ Major Code Assigned: ____________________________
SOAXCUR: ____________________________ CIPC Code: ____________________________ Operator Initials/date: ____________________________

DISTRIBUTION
Original – Registrar
Copy – Academic Unit/SEG

Florida Institute of Technology • Office of the Registrar
150 West University Boulevard, Melbourne, FL 32901-6975 • (321) 674-7399 • Fax (321) 674-7827

RG-433-8641
### Flow Chart (7569)

**Electrical and Computer Engineering Technology (120 hrs)**

Florida Tech College of Business
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

Subject: BUS
Alpha Prefix (e.g., CSE)
Course No.: 3518
Numbler Choice (e.g., 1301)
Credit Hours: 3
Term to be added to the file: Fall 2006 (e.g., Fall 2005)
Class Hours: 3
Lecture Hours: 3
Lab Hours: 
Contact Hours (CEU only): 
Department: College of Business
(e.g., Computer Sciences)
Schedule Type: Lecture
(e.g., lecture, lab or special project)
College/School
(Please check appropriate box): 
☒ College of Aeronautics: 23
☒ College of Business: 24
☒ College of Engineering: 01
☒ College of Psychology and Liberal Arts: 25
☒ College of Science: 26
☒ University College/SEGS: 90

Computer Title (restricted to 25 spaces, including blanks): Global eCommerce Tech

Catalog Title: Survey of Global eCommerce Technology

Catalog Description of Course (limited to 250 characters, including spaces): Introduces Internet technology and applications for electronic commerce. Covers components of e-commerce, including digital payment, catalog, data exchange and security, and the application of e-commerce technology for organizations, business and industries.

In addition, you may attach a course syllabus and/or more detailed description.

Restrictions: ☒ Prerequisite: BUS 3504 (course number)
☐ Corequisite: (course number)
☐ Prerequisite: (course number)
☐ Corequisite: (course number)
☐ Prerequisite: (course number)
☐ Corequisite: (course number)

Grades to be issued: ☒ A, B, C, D, F
☐ S, U
☐ P, F
☐ Other:

Additional Restrictions: (e.g., major, class level, department head approval)

If this course replaces a course currently offered in BANNER, please indicate old course information.

Subject: Alpha Prefix (e.g., CSE) Course No.: (e.g., 1301)

APPROVALS
Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Coordinator.

Organizer: [Signature] 2/15/06
Date: Chair, Graduate Council
Date:

Department Head/Program Chair: [Signature] 2/13/06
Date: Chair, Undergraduate Curriculum Committee
Date:

CATALOG COORDINATOR

Registrar's Use Only

SCACRSE: 
SCADEFL: 
SCAPPED: 
SCABASE: 
SCARES: Operator Init: Date: 

Florida Institute of Technology • Office of the Registrar
150 West University Boulevard, Melbourne, FL 32901-6975 • (321) 674-4136 • Fax (321) 674-7827
BUS3518 – Survey of Global E-Commerce Technology

Description:
An introduction of Internet technology and its applications for electronic commerce. Survey of how Internet works, the TCP/IP protocol, services available on the Internet, the concepts of WWW, clients and servers, Web browsers, search engines, intelligent agents, HTML authorizing tools, and audio video communications. Components of e-commerce, including digital payment, catalogue, data exchange, security. The application of e-commerce technology for organizations, business, and industries.

Prerequisites/Co-requisites:
- BUS3504 (pre-requisite)

Textbook:

Course Objectives:
Students successfully completing this course will demonstrate an understanding of:
- E-business uses of the Internet and other new information technologies;
- Issues in designing and implementing extended enterprises on a global scale;
- Underlying models, methods, and the techniques of E-business systems from a global and enterprise perspective;
- Web technologies, web services, information systems engineering; and
- Contemporary topics such as intelligent design, agents and scalable enterprises.

Course Requirements:
The course uses a variety of cases, readings, reports, and lectures. Laboratory assignments, exams, and term projects are required.

Grading
- Case Studies 15%
- Case Discussions/Class Participation 10%
- Homework Reports 15%
- Term Projects 15%
  - E-Commerce Tool Evaluation
  - E-Commerce Design and Web-Based Services 25%
- Exams 10%
  - Midterm
  - Final
**Florida Institute of Technology**

**ADDING A NEW COURSE TO THE CURRICULUM**

This course is available for student registration only after the approval process has been completed.

Subject, BUS
Alpha Prefix (e.g., CSE)  
Course No. 4518  
Number Choice (e.g., 1301)  
Credit Hours 3  
Term to be added to the file Fall 2006  
(e.g., Fall 2005)

Class Hours 3  
Lecture Hours 3  
Lab Hours  
Contact Hours (CEU only)  
Schedule Type Lecture  
(e.g., lecture, lab or special project)

Department College of Business  
(e.g., Computer Sciences)

College/School  
☐ College of Aeronautics—23  
☐ College of Business—24  
☐ College of Engineering—01  
☐ College of Psychology and Liberal Arts—25  
☐ College of Science—26  
☐ University College/SEG—90

Computer Title (restricted to 25 spaces, including blanks)  
eBusiness Design & Implementation

Catalog Title  
eBusiness Design and Implementation

Catalog Description of Course  
(limited to 350 characters, including spaces)
Examines eBusiness from business-to-consumer, business-to-business and intra-organizational perspectives. Also includes ERP, ASP, CRM, auctions and exchanges, data mining, ethics and security concerns. Requires group and final projects on the design and development of working eBusiness systems.

In addition, you may attach a course syllabus and/or more detailed description.

Restrictions  
☐ Prerequisite BUS 3518/Global eCom  
☐ Corequisite  
((course number))  
☐ Prerequisite BUS 3518/ERP  
☐ Corequisite  
(/course number))  
☐ Prerequisite  
(/course number))  
☐ Corequisite  
(/course number))

Grades to be issued  
☐ A, B, C, D, F  
☐ S, U  
☐ P, F  
☐ Other  

Additional Restriction  
(e.g., major, class level, department head approval)

If this course replaces a course currently offered in BANNER, please indicate old course information.

Subject, Alpha Prefix (e.g., CSE)  
Course No. (e.g., 1301)  

**APPROVALS**

Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Coordinator.

_Original_  
**Undated Signatures**  
Chair, Graduate Council  
Date  

Department Head/Program Chair  
Dean or Associate Dean  
Date  

**OR**  

Chair, Undergraduate Curriculum Committee  
Date

**CATALOG COORDINATOR**  
Catalog Coordinator  
Date

**REGISTRAR’S USE ONLY**

SCADSGE  
SCADETL  
SCAPREQ  
SCABASE  
SCAPRES  
Operator Init  
Date

Florida Institute of Technology Office of the Registrar  
150 West University Boulevard, Melbourne, FL 32901-6975  
(321) 674-8136  
Fax (321) 674-7827
BUS4518 – E-Business Design and Implementation

Description:

The Internet and global communication networks have emerged as powerful strategic assets, providing both increased opportunity and uncertainty for business leaders. This course examines the use of electronic commerce from three perspectives: business to consumer, business to business, and intra-organizational. Business models that predict E-business success are evaluated and examples of companies that compete in each of the technology spaces are surveyed along with examples of mature companies developing E-business capabilities. Other topics covered are: strategies of E-business; business models; Enterprise Resource Planning (ERP); Application Service Providers (ASP); Customer Resource Management (CRM); B2B; B2C; ISP; auctions and exchanges; data mining; ethics; and security concerns.

Prerequisites/Co requisites:

- BUS3518 – Survey of Global E-Commerce Technology
- BUS3516 – Enterprise Resource Planning Systems (or co-requisite)

Textbook:


Other course materials are available on the web.

Course Objectives:

Students successfully completing this course will demonstrate an understanding of:

- Advanced, data-driven, interactive e-commerce applications;
- Database design, user interface design, issues in interactive applications development, and the implementation of security and controls;
- The strategic role of e-Commerce and its impact on organizations;
- Assessment methods of available business models,
- Technological infrastructure and critical legal, societal and management issues; and
- Underlying models, methods, and the techniques of E-commerce systems from a global and enterprise perspective;

Course Requirements:

The course includes a variety of cases, readings, reports, and lectures. Laboratory assignments, exams, and term projects are required. Group and final projects will include the design and development of working eCommerce systems.
Grading

- Homework 20%
- Class Participation/Case Analysis 20%
- Group Projects Exercises (4 exercises @ 5%) 20%
- Exams (2 @10%) 20%
- Final Project 20%
### Adding a New Course to the Curriculum

This course is available for student registration only after the approval process has been completed.

<table>
<thead>
<tr>
<th>Subject</th>
<th>BUS</th>
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<tbody>
<tr>
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<td>Course No. 4785</td>
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<table>
<thead>
<tr>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Term to be added to the file</td>
<td>Fall 2006</td>
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<table>
<thead>
<tr>
<th>Class Hours</th>
<th>3</th>
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<tbody>
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<td>Lecture Hours</td>
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</tr>
<tr>
<td>Lab Hours</td>
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<tr>
<td>Contact Hours (CEU only)</td>
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<table>
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<th>Department</th>
<th>College of Business</th>
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<tr>
<td>(e.g., Computer Sciences)</td>
<td>Schedule Type lecture</td>
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<table>
<thead>
<tr>
<th>College/School</th>
<th>(Please check appropriate box)</th>
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</thead>
<tbody>
<tr>
<td>College of Aeronautics-23</td>
<td>College of Psychology and Liberal Arts-25</td>
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<td>College of Science-26</td>
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<td>University College/SEGS-90</td>
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<table>
<thead>
<tr>
<th>Computer Title (restricted to 25 spaces including blanks)</th>
<th>eCommerce Tech Practicum</th>
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<table>
<thead>
<tr>
<th>Catalog Title</th>
<th>eCommerce Technology Practicum</th>
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</thead>
<tbody>
<tr>
<td>Catalog Description of Course</td>
<td>Limited to 350 characters, including spaces</td>
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</table>

Real-world business experience complements the varied academic disciplines covered in the e-commerce technology curriculum. Minimum requirements include written and oral presentations, biweekly activity reports, group meetings and 150 work hours at a host employer's location. Must be taken in the final semester before graduation.

In addition, you may attach a course syllabus and/or more detailed description.

<table>
<thead>
<tr>
<th>Restrictions</th>
<th>☑ Prerequisite BUS 4783</th>
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<td>(course number)</td>
<td>(course number)</td>
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| ☑ Corequisite BUS 4702 |
| (course number) |

<table>
<thead>
<tr>
<th>Grades to be issued</th>
<th>A, B, C, D, F</th>
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<tr>
<td>S, U, P, F, Other</td>
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<table>
<thead>
<tr>
<th>Additional Restrictions</th>
<th>For e-Commerce Technology (7588) majors only</th>
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<tbody>
<tr>
<td>(e.g., major, class level, department head approval)</td>
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If this course replaces a course currently offered in BANNER, please indicate old course information.

<table>
<thead>
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<th>Alpha Prefix (e.g., CSE)</th>
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<tbody>
<tr>
<td>Course No.</td>
<td>(e.g., 1301)</td>
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</table>

### Approvals

Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Coordinator.

<table>
<thead>
<tr>
<th>Originator</th>
<th>Judith Barlow</th>
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</thead>
<tbody>
<tr>
<td>Date</td>
<td>2/15/06</td>
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<table>
<thead>
<tr>
<th>Chair, Graduate Council</th>
<th>Date</th>
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<tr>
<th>Chair, Undergraduate Curriculum Committee</th>
<th>Date</th>
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<thead>
<tr>
<th>CATALOG COORDINATOR</th>
<th>REGISTRAR'S USE ONLY</th>
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<tbody>
<tr>
<td>Catalog Coordinator</td>
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<td>Date</td>
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<th>SCARRED</th>
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<tr>
<td>Operator Init</td>
<td>Date</td>
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RG-13A508
FLORIDA INSTITUTE OF TECHNOLOGY
College of Business
Course Syllabus
BUS 4785 – e-Commerce Technology Practicum
Prerequisite: Senior Standing, BUS 4501, 4701
Instructor: Dr. David D. Hott
Corequisite: BUS 4702
Spring 2004
Telephone: (O) 674-7391
E-Mail: dhott@fit.edu
Office Hours:
(H) 724-8263
MWF 11:00 – Noon
W 1:30 – 2:30 PM
Other Times by Appointment

COLLEGE OF BUSINESS OFFICE HOURS POLICY:
Faculty in the College of Business are available a minimum of eight hours each week for consultation with students outside of classroom time. At least four of these are regularly scheduled office hours. The remaining time may be requested for E-mail correspondence, appointments for times other than office hours, and group problem/discussion sessions.

COURSE DESCRIPTION:
This real-world business experience complements the varied academic disciplines covered in the business curriculum. Minimum requirements include written and oral presentations, biweekly activity reports, seven group meetings and 150 work hours (10 hours per week average time commitment) at your host employer’s work location. This is a three (3) credit course designed to give the student a viable business experience in a real-world environment.

COURSE OBJECTIVES:
The student, by the end of the course, should understand how an organization functions. In addition, the student should gain insight into the workings of various functional specialties within an organization and an understanding of the problem solving and decision making processes, thereby better preparing the student for entry into the workforce.

COURSE REQUIREMENTS:
Students are responsible to thoroughly familiarize themselves with the requirements outlined in the Practicum Program Handbook. An average of ten (10) hours per week will be spent at the host organization. A minimum of 150 hours at the host company is required for satisfactory completion of the course. A minimum of eight (8) hours per week is required through Friday April 23, 2004 (even if the 150 hour minimum has been reached).

Email address: Each student must have a FIT email address to receive announcements and assignments. You have the option to automatically forward messages from your FIT account to another address of your choice. Forward your FIT email address to me at dhott@fit.edu. Read the new Florida Tech policy using the following link.
https://www.fit.edu/acs/userservices/faqs.htm

Blackboard Account: Each student must have a Blackboard account. You are responsible for creating an account on http://fit.blackboard.com for the Practicum in Business course. Announcements, homework assignments, and other information will be disseminated via e-mail and Blackboard.

Practicum Reports
A biweekly Practicum report must be submitted to: (1) the instructor; (2) Mr. Tom Stafffacher; (3) the student's academic advisor and; (4) the host supervisor outlining what the student accomplished during the period, hours worked during the period, and cumulative
hours worked through the report date. Reports are to be reviewed by the intern’s immediate supervisor, who also has the option to provide comments, prior to submission. The name of the individual who performed the review and the date of the review are to be included in the report. If the host supervisor has not reviewed the report by 10:00 AM on Wednesday the intern will forward the report without the supervisor’s review. The intern should have the report reviewed as soon as possible and resubmit showing the review date and comments (if any) added by the supervisor.

The report covers a period starting on Saturday and ending on Friday. Reports are to be sent electronically as a Word document (use the Weekly Report template provided) attached to an e-mail. Reports are due by noon Wednesday following the reporting period.

<table>
<thead>
<tr>
<th>Due Dates for Reports</th>
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<tbody>
<tr>
<td><strong>Group 1</strong></td>
</tr>
<tr>
<td>Wednesday, Week 1</td>
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<td>Wednesday, Week 3</td>
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<td>Wednesday, Week 5</td>
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<td>Wednesday, Week 7</td>
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<td>Wednesday, Week 9</td>
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<td>Wednesday, Week 11</td>
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<tr>
<td>Wednesday, Week 13</td>
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<tr>
<td>Wednesday, Week 15</td>
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</tbody>
</table>

**Class Meetings**
Each group will have seven class meetings with the instructor and Mr. Stauffacher.

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Group 1</th>
<th>Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Friday, Week 1 9:00-10:50 AM</td>
<td>Friday, Week 1 9:00-10:50 AM</td>
</tr>
<tr>
<td>2</td>
<td>Friday, Week 3 9:00-10:50 AM</td>
<td>Friday, Week 4 9:00-10:50 AM</td>
</tr>
<tr>
<td>3</td>
<td>Friday, Week 5 9:00-10:50 AM</td>
<td>Friday, Week 6 9:00-10:50 AM</td>
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<tr>
<td>4</td>
<td>Friday, Week 7 9:00-10:50 AM</td>
<td>Friday, Week 8 9:00-10:50 AM</td>
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<tr>
<td>5</td>
<td>Friday, Week 9 9:00-10:50 AM</td>
<td>Friday, Week 10 9:00-10:50 AM</td>
</tr>
<tr>
<td>6</td>
<td>Friday, Week 11 9:00-10:50 AM</td>
<td>Friday, Week 12 9:00-10:50 AM</td>
</tr>
<tr>
<td>7</td>
<td>Friday, Week 13 9:00-10:50 AM</td>
<td>Friday, Week 14 9:00-10:50 AM</td>
</tr>
</tbody>
</table>

Meetings one and seven will be in the seventh floor conference room of the Crawford Building. Meetings two through six will be held in the College of Business Q16.

**Final Paper**
The final written report must be received by the course instructor in hard copy, (email attachments are NOT acceptable) by noon on Monday, Finals Week. The final report requirements are delineated in the Practicum Program Handbook. Please follow the report outline exactly as shown in the Handbook.
Oral Presentation
A final oral presentation of the Practicum experience is required. Scheduling of the presentation at the host site and invitations to the presentation are to be coordinated by the student. Required invitees are to include: (1) the instructor; (2) your academic advisor; (3) Mr. Tom Stauffacher; and (4) your immediate supervisor. It is suggested that you invite any other host organization attendees and your mentor if you have one. Ask your supervisor at the host company for their policy regarding guests. Presentations for Group 1 will be scheduled for the week of April 12, 2004. Presentations for Group 2 will be scheduled for the week of April 19, 2004. A copy of the Practicum Oral Presentation Evaluation Form will be distributed at the final group meeting to acquaint you with the basis for the evaluation of your presentation.

GRADING:

<table>
<thead>
<tr>
<th></th>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content and quality of weekly Practicum reports</td>
<td>20</td>
</tr>
<tr>
<td>Attendance and participation in all seven class meetings</td>
<td>10</td>
</tr>
<tr>
<td>Final oral presentation</td>
<td>10</td>
</tr>
<tr>
<td>Final written report</td>
<td>25</td>
</tr>
<tr>
<td>Fulfilling Practicum Responsibilities and Job Description</td>
<td>15</td>
</tr>
<tr>
<td>Host Company evaluation</td>
<td>20</td>
</tr>
</tbody>
</table>

Your final letter grade will be assigned as follows:

<table>
<thead>
<tr>
<th>%</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 100 %</td>
<td>A</td>
</tr>
<tr>
<td>80 - 89 %</td>
<td>B</td>
</tr>
<tr>
<td>70 - 79 %</td>
<td>C</td>
</tr>
<tr>
<td>60 - 69 %</td>
<td>D</td>
</tr>
<tr>
<td>0 - 59 %</td>
<td>F</td>
</tr>
</tbody>
</table>

Academic Honesty: Students are responsible for their own work and expected to complete it independently. In cases of cheating or plagiarizing, Florida Tech's policy will be strictly enforced.
COURSE DESCRIPTION: (3 credits): Real-world business experience complements the varied academic disciplines covered in the e-commerce technology curriculum. Minimum requirements include written and oral presentations, biweekly activity reports, group meetings and 150 work hours at a host employer's location. Must be taken in the final semester before graduation. For e-Commerce Technology (7568) majors only. Prerequisites: BUS 4783. Corequisites: BUS 4702.