

IBS601 - Digital Applications for Business

School of International Business & Management, Fall - 2019

Subject Title

Digital Applications for Business

Subject Description

This course will help you expand your knowledge base and skills in digital applications by applying business concepts to traditional and electronic models. Utilizing a variety of Internet, social media and cloud-based applications, students will create platforms for sharing, collaborating, networking and creating business events, meetings and presentations. A case-based approach will explore real world examples of international business sales and marketing development, customer relationship management (CRM) and monitoring/measurement metrics.

Credit Status

IBS 601 is a one credit subject. It is required to graduate from the International Business Management graduate certificate program.

Learning Outcomes

Upon successful completion of this subject the student will be able to:

1. Assess, evaluate and develop strategies to use current and emerging technologies to support an organization's overall business communication strategy.
2. Identify and evaluate cloud-based, open source and social media applications for building and maintaining networks, managing and nurturing customer relationships, data management and crowdsourcing.
3. Analyze and evaluate the strategic importance, safeguards and risks associated with the use of current and emerging technologies.
4. Identify and assess Intellectual Property rights and the potential legal ramifications of using information acquired by digital means for business publications and initiatives without proper recognition or authorization.
5. Select and use appropriate current and emerging technologies to enhance and cross pollinate international business communications.
6. Support an organization's business development opportunities through the creation of effective digital presentations.
7. Select and use universal tools for planning, scheduling and holding events and meetings in a global workplace.
8. Monitor and measure Internet and Social Media engagement.

Essential Employability Skills

Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfils the purpose and meets the needs of the audience.

Respond to written, spoken, or visual messages in a manner that ensures effective communication.

Execute mathematical operations accurately.

Apply a systematic approach to solve problems.

Use a variety of thinking skills to anticipate and solve problems.

Locate, select, organize, and document information using appropriate technology and information systems.
Analyze, evaluate, and apply relevant information from a variety of sources.
Show respect for diverse opinions, values, belief systems, and contributions of others.
Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
Manage the use of time and other resources to complete projects.
Take responsibility for one's own actions, decisions, and consequences.

Academic Integrity

Seneca upholds a learning community that values academic integrity, honesty, fairness, trust, respect, responsibility and courage. These values enhance Seneca's commitment to deliver high-quality education and teaching excellence, while supporting a positive learning environment. Ensure that you are aware of Seneca's Academic Integrity Policy which can be found at: <http://www.senecacollege.ca/about/policies/academic-integrity-policy.html> Review section 2 of the policy for details regarding approaches to supporting integrity. Section 2.3 and Appendix B of the policy describe various sanctions that can be applied, if there is suspected academic misconduct (e.g., contract cheating, cheating, falsification, impersonation or plagiarism).

Please visit the Academic Integrity website <http://open2.senecac.on.ca/sites/academic-integrity/for-students> to understand and learn more about how to prepare and submit work so that it supports academic integrity, and to avoid academic misconduct.

Discrimination/Harassment

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from the Student Conduct Office at student.conduct@senecacollege.ca.

Accommodation for Students with Disabilities

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Counselling and Accessibility Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs.

Prerequisite(s)

The course pre-requisite follows the IBS program admission requirements.

Topic Outline

- Course Introduction
- Principles of Marketing and E-Marketing
- E-Marketing Strategy
- Customer Relationship Management
- Buyer Behavior
- Marketing Segmenting, Targeting and Positioning
- Relationship Building
- Professional Selling and Metrics
- Web and Search Optimization
- Social Media
- Web Development and Analytics
- Online Reputation Management & PR
- Customer Satisfaction, Loyalty and Empowerment

Mode of Instruction

There are three hours of class per week with a variety of instructional and learning modes including but not limited to lectures, independent study, guest speakers, class discussions, case analysis, videos, group and independent projects

and assignments.

Prescribed Texts

There is no prescribed textbook in this subject your professor will provide reading material, handouts and practice sheets in PDF and MS Word format. Study and reference materials will be posted to Blackboard

Reference Material

MLA Citation Guide <http://seneca.libguides.com/mla>

For information on how to research and write a report as well as how to prevent plagiarism refer to <http://library.senecacollege.ca/>

Additional sites are also provided through the Seneca Library, course references listed in My.Seneca and ad hoc through your instructor.

Required Supplies

None

Resources:

<http://library.senecacollege.ca>

Student Progression and Promotion Policy

<http://www.senecacollege.ca/about/policies/student-progression-and-promotion-policy.html>

Grading Policy <http://www.senecacollege.ca/about/policies/grading-policy.html>

A+	90% to 100%
A	80% to 89%
B+	75% to 79%
B	70% to 74%
C+	65% to 69%
C	60% to 64%
D+	55% to 59%
D	50% to 54%
F	0% to 49% (Not a Pass)
OR	
EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

For further information, see a copy of the Academic Policy, available online (<http://www.senecacollege.ca/about/policies/academics-and-student-services.html>) or at Seneca's Registrar's Offices. (<https://www.senecacollege.ca/registrar.html>).

Modes of Evaluation

Modes of Evaluation:



Assignments	40%
Quiz	40%
Final Presentation	20%
Total	100%

Promotion Policy

Grading Policy	
A+	90% to 100%
A	80% to 89%
B+	75% to 79%
B	70% to 74%
C+	65% to 69%
C	60% to 64%
D+	55% to 59%
D	50% to 54%
F	0% to 49% (Not a Pass)
OR	
EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

Note: For the IBS program the minimum grade required for promotion to 2nd semester and for graduation is a cumulative average of C grade, 2.0 GPA

For further information, see a copy of the Academic Policy, available online (<http://www.senecacollege.ca/academic-policy>) or at Seneca's Registrar's Offices.

Missed Test, Presentations and Late Assignments

Students are required to complete all tests, in-class assignments, and presentations on the scheduled dates and times. Missed tests, in-class assignments, and presentations will result in a grade of zero unless a valid, unavoidable reason has occurred and the student has notified the professor. Supporting documentation may be required.

Late assignments may be subject to penalty and is at the discretion of the professor. If there are valid reasons for the late assignment, the students **must notify the professor, upon which alternative arrangements may be considered and/or arranged.**

Note: It is recommended that students use their Seneca email account to send a message to the professor. Using any other account may result in the message being deleted by the College's spam filter. Always keep a copy of the email message in case verification is required.

Language Standards:

It's essential for today's successful business person to be able to clearly communicate orally and in writing. All written work must demonstrate the following characteristics for clarity, conciseness and...

- writing that is consistent with the rules of English grammar
- spelling and punctuation that are correct
- appropriate use of vocabulary
- sentences that are structured correctly
- main points that are supported with specific, relevant examples and rationale
- work that flows logically through supporting statements/paragraphs
- layout that is attractively displayed

Additional Guidelines:

1. Students are expected to be familiar with and adhere to Seneca's Academic Integrity Policy.
2. All submissions must meet instructor requirements related to neatness and quality of presentation, including accuracy of spelling and grammar.
3. You're expected to act in a thoroughly professional manner during classroom discussions, and on exercises, assignments, projects and presentations.

Attendance and Participation:

What you get out of this course is highly correlated to what you put into it. Your degree of preparation, class attendance will all affect how well you do as class discussions are a major part of the learning process.

Research and Citation:

All supporting material used for your assignments must use MLA format. Research material from Wikipedia, Scribd and Facebook will not be accepted.

Guide to Research and Citation MLA Style, 8th Edition Seneca Libraries, Seneca College.

<https://seneca.libguides.com/mla>

PLEASE KEEP THIS DOCUMENT FOR FUTURE REFERENCE. IT WILL BE REQUIRED IF YOU APPLY TO ANOTHER EDUCATIONAL INSTITUTION AND SEEK ADVANCED STANDING!

Approved by: Shahrzad Farzinpak
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