



# Business Technology Management Administration (BTMA) 320

## Overview of e-Commerce (Revision 2)

**Status:**

Replaced with new revision, see the [course listing](#)  for the current revision 

**Delivery mode:**

[Individualized study online](#)  . Delivered via Brightspace.

**Credits:**

3

**Area of study:**

Applied Studies (Business and Administrative Studies)

**Prerequisite:**

None

**Precluded:**

**ECOM 320.** BTMA 320 cannot be taken for credit by students who have obtained credit for ECOM 320.

**Challenge:**

BTMA 320 has a challenge for credit option.

**Faculty:**

[Faculty of Business](#) 

## Overview

*BTMA 320: Overview of e-Commerce* is a three-credit, senior-level course at Athabasca University. This foundational course focuses on principles of digital business and e-commerce from a business perspective. This course provides an overview of business and technology topics, business models, virtual value chain, and innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored.

## Outline

BTMA 320 consists of the following 11 lessons of study. Each lesson is designed to teach you the concepts, principles, and case-study skills that will enable you to learn the course objectives.

- Lesson 1: Introduction to E-commerce
- Lesson 2: E-commerce Infrastructure
- Lesson 3: Business Models and E-commerce
- Lesson 4: Digital Business Strategy
- Lesson 5: E-commerce Customer Interface Analysis and Design
- Lesson 6: Supply Chain Management and E-commerce
- Lesson 7: Digital Marketing and Advertising Strategies
- Lesson 8: Digital Security and Controls
- Lesson 9: Digital Payment Systems
- Lesson 10: Legal and Ethical Issues in E-commerce
- Lesson 11: Social Commerce and Other Issues in E-commerce

## Learning outcomes

After completing this course, students should be able to

- apply the vocabulary needed to discuss current developments in e-Commerce.
- explain what a business should do in the digital world to sustain its markets, serve its customers, ensure profitability, and protect the interests of its stakeholders.
- outline the key success factors needed to ensure a business can manage its main functional areas and maintain its strategic viability.
- outline the threats, risks, and challenges that need to be avoided or addressed in e-Commerce.
- discuss the business and technological infrastructure that make e-Commerce possible.
- outline different business models that underly e-Commerce applications, from both operational and strategic perspectives.
- examine and analyze system designs for the purpose of applying key strategic tools, frameworks, and processes to develop digital strategy.
- analyze changes in business processes and organizations that are driven by e-Commerce technologies and applications (and assess impact on SCM, MKGT, payment systems, logistics, etc.).
- explain the legal, security, ethical, and international issues that structure the e-Commerce environment.
- discuss the effects of social media and networking on e-Commerce.

## Evaluation

To **receive credit**  for BTMA 320, you must complete three written assignments and pass a midterm examination and a final examination. The passing grade for each examination is 50 percent. In addition, you must achieve an overall course grade of at least **D (50 percent)** .

Activity	Weight
Assignment 1	10%
Assignment 2	10%

Activity	Weight
Assignment 3	10%
Online Participation*	10%
Midterm Exam	20%
Final Exam	40%
<b>Total</b>	<b>100%</b>

The **midterm and final examinations** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the [Exams and grades](#)  section of the Calendar.

\*Marks for online participation will be awarded both on the quantity and quality of your contributions. You are expected to provide pertinent comments and thoughtful insight to the discussion.

## Materials

### Digital course materials

Links to the following course materials will be made available in the course:

Laudon, K. C., & Traver, C. G. (2021). *E-commerce 2021: Business, technology, society* (16th ed.). Pearson.

### Textbook Companion Site

The **companion website**  for Laudon & Traver (2021) contains resources, including videos, links, and review projects and exercises. Use these resources to assess and reinforce your learning; do not submit any activities.

You can acquire the print version of the textbook on your own if you wish.

## Other Resources

All other learning resources will be available online.

## Challenge for credit

### Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

### Evaluation

To **receive credit** [↗](#) for the BTMA 320 challenge registration, you must achieve a grade of at least **D (50 percent)** [↗](#) on the examination.

Activity	Weight
Online Exam (3 hours)	100%
<b>Total</b>	<b>100%</b>

 [Challenge for credit course registration form](#)

## Important links

- › [Academic advising](#) [↗](#)
- › [Program planning](#) [↗](#)
- › [Request assistance](#) [↗](#)
- › [Support services at AU](#) [↗](#)

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery modes may vary from their individualized study counterparts.

*Opened in Revision 2, December 20, 2024*

*Updated March 5, 2026*

View **previous revision** 

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