BUSA 1900
Surfing the Internet for Success
Expanded Course Outline
Junemester, 2013

Instructor: Dr. Bruce M. Bird  Office Hrs: On-Line
Office: Adamson 203  E-mail: Through D2L (a/k/a Course Den)
Class Time: On-Line  Office: 678-839-4813
  Cell: 404-713-9160

I: Catalog Description:

An introduction to Internet basics such as using e-mail, participating in electronic
discussion groups, and exploring the World Wide Web (WWW). Emphasis will be
on using the Internet as a useful source of information for the social sciences,
business education, consumer decision making, and career planning. This course
satisfies the two-hour institutional priority listed under Area B.

II: Required Background or Experience:

Prerequisites: None

III: Expected Outcomes:

The overall objective for this course is for you to learn about a number of topics
related to the Internet. Upon successful completion of the course, students will
have acquired the following knowledge:

- Basic and advanced features of using e-mail (LO1,LO3)
- Other forms of communication such as chat, bulletin boards and mailing lists
  (LO1, LO3)
- Basic and advanced features of searching the Internet for information (LO2,
  LO3)
- How to conduct library research over the Internet (LO2)
- How to use the Internet to help in the job search process (LO2)
- The various options for selecting an Internet Service Provider (LO2)
- The variety of multimedia resources available over the Internet (LO3)
- How to use the Internet to find consumer and e-commerce resources (LO2)
- Basic webpage information (LO3)

Note: A complete list of expected learning outcomes (LO) for the Department of
Accounting and Finance can be found at the department web site at
http://www.westga.edu/~accfin/index.htm. Students will complete 3 written
assignments and be tested on the course material by the end of the semester.
Completion of these tasks will assist students in meeting the course learning objectives.

IV. **Text and References:**

There is no required text for this course. Course material is available on Course Den.

V. **Special or Unique Student Materials:**

None.

VI. **Special or Unique University Facilities**

None.

VII. **Expanded Description of the Course and Instructional Methods:**

A. The emphasis of BUSA 1900 is on using the Internet as a useful source of information to help make better decisions. We hope that this course meets your educational needs, engenders accurate perceptions of the broad role of the Internet in helping reshape the world as we know it and assists you in making well-informed economic, financial, career, and other decisions.

B. Instructional Methods:

   **Self-Directed Learning:** The material in this course will be made available on-line.

   **Assignments:** The assignments must be turned in by the scheduled date of the Final Exam.

   **On- Line Quizzes:** The on-line quizzes must be completed by the scheduled date of the Final Exam.
VIII. Methods of Evaluating Outcomes:

A: Evaluation Tools:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment #1</td>
<td>15%</td>
<td>30</td>
</tr>
<tr>
<td>Assignment #2</td>
<td>15%</td>
<td>30</td>
</tr>
<tr>
<td>Assignment #3</td>
<td>15%</td>
<td>30</td>
</tr>
<tr>
<td>On-Line Quizzes (5)</td>
<td>20%</td>
<td>40</td>
</tr>
<tr>
<td>Final Exam</td>
<td>35%</td>
<td>70</td>
</tr>
</tbody>
</table>

Total 100% 200 points

A=90% or above; B=80%<90%; C=70%<80%; D=60%<70%; F=below60%

B. Learning Domains:

Cognitive (Knowledge, comprehension, analysis, and evaluation).
Affective (Receiving, responding, and characterization).
Psychomotor (Perception, guided response, and origination).

IX. Other Information:

Schedule Changes: The schedule provided should be considered a general guideline. At various times during the semester, we may vary from the printed schedule.

X. Addendum to Course Syllabii

MY.WESTGA.EDU The policy of the University of West Georgia is that each student is responsible for checking his/her www.my.westga.edu e-mail account on a regular basis.

EXTRA CREDIT There is no extra credit in this course beyond that explicitly stated in the course Syllabus.

WORK FROM OTHER COURSES Work submitted for credit in other courses will not be accepted for credit in this course.
XI. BUSA 1900 Tentative Schedule Junemester, 2013 (Please note that this is a 95+% on-line class).

Class #1  Syllabus; Folder #1—Introduction; Folder #2 – Electronic E-mail

Class #2  Folder # 3 – The World Wide Web

Class #3  Folder #4 – Internet File Types and Downloading

Class #4  Folder #5 – Basic Search Strategies

Class #5  Folder #6 – Library and Academic Related Research

Class #6  Folder #6, cont’d.; Explanation of Assignment #1.

Class #7  Folder #7 -- Consumer Decision-Making: Transportation

Class #8  Folder #7 -- Consumer Decision-Making: Transportation (cont’d)

Class #9  Folder #8 – Consumer Decision-Making – Housing & Traveling
Folder #9--Web Page Creation; Explanation of Assignment #2.

Class #10  Folder #10— Consumer Decision-Making: Taxes, Banking, and Insurance

Class #11  Folder #10—Consumer Decision-Making – Taxes, Banking, and Insurance (cont’d); Explanation of Assignment #3

Class #12  Folder # 11 – Consumer Decision Making – Buying & Selling on the Web

Class #13  Folder #12—On-Line Investing; Folder #13 – Career Planning.

Important Dates

1) Quizzes #1-5 must be completed by June 27th.
2) Our Final Exam will be given on June 27th (in person). However, you have until July 15th in which to complete Assignments 1-3 and to take your Final Exam (in person). Please note that several make-up Final Exams will be scheduled during June and July.
4) Last day to withdraw with a “W”—June 13th.
5) Help sessions, help session room, and Final Exam room TBA. Please refer to the “Announcement” section of D2L (CourseDen).