DISTINGUISH Program Application

DISTINGUISH Initiatives in Mason School of Business provide opportunities for students to enrich their Individual Program of Study (IPS) with experiences that contribute to attaining individual goals. Students are selected based on their IPS, personal interests, and application materials.

BUAD 492-06 ELECTRONIC COMMERCE
(3 Credits*) TR 11:00-12:20PM Fall 2011

Faculty Advisor: Professor Scott McCoy

COURSE OVERVIEW: Electronic commerce describes the use of digital connectivity to pursue business objectives, including information technologies such as electronic data interchange, electronic funds transfer, Internet, intranets, extranets, mobile, wireless, and social networking. To remain competitive in the 21st century, firms and the people whom manage them must more fully utilize the opportunities presented by electronic commerce by refining the definitions of markets, relationships with partners and competitors, and the development and delivery of goods and services. The purpose of this course is to provide real-world electronic commerce experience through a project-based course working with an Internet Startup. Students selected to participate will work with an Internet Startup company in the areas of website development, online marketing, social media, and business development. It will be a unique opportunity for those participating. Business decisions will be made according to both quantitative and qualitative analysis performed by student project teams. Each team will thoroughly research and present its analysis to the Internet Startup’s CEO and Advisory Board. Faculty and professional mentors will train students in all aspects of operating an online business through several lecture/workshop sessions.

Prerequisite BUAD 362.

* Academic Credit/Resume Builder: 3 credit hours, plus participation in this experience should be a good resume addition for job and intern searches and graduate school. This 3-credit elective course will satisfy degree requirements for a PMC major, minor, and concentrator.

In addition to this form, an application will consist of:

1. Resume.
2. Brief statement outlining why you wish to participate and how this course will further your career and educational goals. The statement should also detail attributes and skills you bring to the team, such as prior electronic commerce experience (for example through internships), relevant course work, and web development experience.
3. List of information technology, marketing, finance, accounting, economics, and statistics courses taken (along with the respective WM course numbers).
4. Copy of unofficial transcript.

TO APPLY: All Business majors and minors may apply. The expected enrollment is between 12 and 18 students. To apply, complete the requirements listed above and fill out the cover sheet. Applications submitted before 5:00pm on Wednesday, March 30th will be given first priority. Team selection will be made by Professor McCoy. If you have any questions contact Professor McCoy (scott.mccoy@mason.wm.edu; Miller 3078).

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Phone: (757) 221-2910 * Fax: (757) 221-2937
**BUAD 492-06 ELECTRONIC COMMERCE**  
(3 Credits*) TR 11:00-12:20PM Fall 2011

**Faculty Advisor:** Professor Scott McCoy

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