

E-Commerce

Spring First Quarter 2017

General Course Information



Instructor: Professor Dave Jaye

Class Times: Week 3 to Week 11

Office hours are by appointment. Do not email nor phone call me directly. Work through your Class President and Vice President or see me before or after class.

Prerequisites: MKT 1003, MKT 2003

Textbook: Gary Schneider, *E-Business, Tenth Edition*. Course Technology Incorporated, 2014, ISBN-13 978-1-4239-0305-5

1. Course Objectives

This course covers emerging online technologies and trends and their influence on the electronic commerce marketplace. Students will learn various revenue models and how to market on the Web. Next, the course covers online auctions and various legal and ethical issues. Students will learn about important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and on-line payment fraud.

2. Grading and Evaluation Criteria

Attendance 5%
Participation 10%
Quizzes 20%
Lab Assignments 15%
Midterm 25%
Final 25%

Students must buy a small notebook and keep notes. All team reports must be emailed to the President by 8pm before the next class due date time. Homework submitted after 8pm will get a score of "0". **I will check each student's lab notebook in class as part of your lab Website assignments and class participation grade.** As part of the lab assignments, teams must take a time and date stamped photo of the face to face team meeting. Each class PowerPoint and Glossary of Terms will be emailed to the class in advance by the Class President. The President will establish a QQ account to post questions, comments and suggestions. Three missed classes means you fail the class.

The round off mathematical principle will be used for grading. Percentages are converted to letter grades and grade points. Adequate notice has been given of scheduled tests and quizzes. If the student is not present, the result is recorded as zero. The instructor may make an exception and allow the test to be written at other than the scheduled time provided that:

a) A medical certificate is presented as proof of the learner's inability to have been present at the scheduled time, or b) The instructor has agreed in advance that there is justification for the learner not being present at the scheduled time.

Plagiarism is a serious academic offence subject to disciplinary action by Jiangnan University as described in the Lambton College policy Students' Rights and Responsibilities: Plagiarism means representing the work of others as one's own and is an act of academic dishonesty. Plagiarism includes:

1. Submitting as one's own work material which was wholly written or produced by someone else. If a team member refuses or fails to contribute to the team, the team will first meet with the class President to solve the situation. If a team member still refuses or fails to contribute to the team, the team may, by secret ballot kick the free loading student off the team and inform me of the change in team status.
2. Failing to give proper credit for information retrieved from print and electronic sources
3. Presenting the ideas of others as if the ideas were new and original
4. Downloading material from the Internet and presenting this information without giving proper credit. To avoid plagiarism, incorporate material appropriately in your writing by citing your source.
5. Having another student take your test. I will check your photo ID for the Midterm and Final Exam. Put cell phones at the back of class 5 minutes before class starts.

5. Resources and Supplies

Required

Landon, K. & Traver, C. (2014). E-Commerce 2014. 10th edition. Toronto: Pearson Canada Limited. **Read the Chapters and PowerPoints before class. Put in your lab book answer the Exercises and Cases at the end of each chapter.**

6. Methodology

The course will consist of lectures, discussions, and review of assigned cases or current events. Film presentations may be used to illustrate course material. The focus will be on strategic thinking and planning. Read the Text Chapters and PowerPoints before Class.

7. Student Evaluation

A grade of D (50%) is the minimum passing grade for this course. Grades of less than D are not acceptable for credit towards graduation in this course. Late lab projects will lose a grade for each day late. Students must attend classes and projects or a grade of "F" will be assigned. Completion of the Lab assignments are compulsory. Students may earn extra credit with class participation by asking and answering questions and offering opinions.

9. Course Outline (9-week)

Week	Topics	Chapter Readings	Chapter Projects	Exams
1	Introduction to Electronic Commerce	Chapter 1	Chapter 1 homework, first team Reports	
2	Revenue Models and Building a Web Presence	Chapter 4	Group Lab Assignment #1 due	Quiz 1
3	Selling on the Web:	Chapter 5		
4	Business-to-Business Strategies: From Electronic Data Interchange to Electronic Commerce	Chapter 6	Group Lab Assignment #2 due	Quiz 2
5	Review and Midterm			Midterm Exam
6	Online Auctions, Virtual Communities, and Web Portals	Chapter 7	Cartoons of Website PPT Due	
7	Payment Systems for Electronic	Chapter 9	Group Lab Assignment #4 due	Quiz 3
8	Commerce; Implementing E Business Initiatives	Chapter 10		Quiz 4
9	Review and Final Exam			Final Exam
10	Grading, Calculating and Posting Scores			