

ACU COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS
ELECTRONIC COMMERCE (IS 415.01)
SECTION 1, MW 2:00-3:20 PM
FALL SEMESTER 2012



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Classroom: Mabey Business Building (COBA), MBB 318

*"To create a distinctively Christian environment in which
excellent teaching, combined with scholarship,
promotes the intellectual, personal, and spiritual growth of business students,
and educates them for Christian service and leadership
throughout the world."*

The COBA Mission Statement

Course Description and Overview: E-Commerce provides an introduction of key business strategies and technology elements of contemporary electronic commerce. It is a studio course created for business students to develop electronic business skills for the digital economy. This course covers Internet technology, infrastructure and the World Wide Web as a strategic business tool. Students learn and evaluate e-business concepts, strategies, and technologies, and learn basic and more advanced skills of web site design as they develop a dynamic e-business web site. Although familiarity with Database concepts and HTML is suggested, prior web development experience is not required to complete the course. Familiarity with word processors and web browsers is assumed (3 credits).

Contribution of Course to Overall Business Perspective: This course provides an understanding of how technology is used to achieve business goals and compete strategically in a global economy. By integrating business concepts with actual web technologies, the student better understands the intricacies of the proper design and use of technology in a business environment.

Contribution of Course to the Development of Communication Skills: This course is structured to develop both written and oral communication skills. Individual and team projects are designed to provide real-life experiences in group interaction by using effective communications to produce professional business outcomes. Daily note page submissions and assignments of written and oral reports and presentations will lead to proficiency in common business communication skills and emphasize the importance of faithful commitment and participation in group activities.

Contribution of Course to Christian Service and Leadership: An education for Christian service and leadership means learning to deal successfully with people and to use the skills, technology and opportunities provided by God to help promote full lives for ourselves and others. In this class, we study some of the major issues of electronic commerce as a business strategy. Concurrently, we will be concerned about making responsible choices in the technical aspects of web site design as they impact business goals and the consumer. In doing so, we will learn how individuals leading Christ-centered lives can effectively use their knowledge and skills to foster the well-being of the economy and a society as inspired by our faith.

“Now it is required that those who have been given a trust must prove faithful.” 1 Corinthians 4:2

Goals for Student Competency: The goal of this class is to prepare the student to understand the function and limits of electronic commerce. Students will be introduced to methodologies, tools, and techniques used to plan, design, and implement enterprise level web applications. For those who plan to major in computer science, this course will provide an understanding of the business requirements for electronic commerce and the tools needed to design an effective business web presence. For students with business majors, this course will provide an understanding of the issues that should be considered in the design and use of web technologies to support electronic commerce in the business environment.

B. Competencies and Measurements

	Competency	Measurement Instrument	Performance Indicator
1	Knowledge/Comprehension - Students will recognize, identify, and discuss the basic notions, ideas, and language of e-commerce with emphasis on enterprise application software.	Tests over content from textbook and other assigned readings.	Test grade.
2	Application - Students will employ and demonstrate the use of website development software to create business applications used for e-commerce.	Software assignments completed as outside projects.	Assignments are graded based on compliance with specific instructions given for each project.
3	Analysis - Students will analyze business needs for a local company and diagram solution approaches utilizing software related to the planning, financial justification, and implementation of e-commerce and enterprise applications.	Software assignments completed as outside projects using applications such as MS Visio, Project, Word, and PPT.	Assignments are graded based on compliance with specific instructions given for each project.
4	Analysis, Synthesis and Evaluation - Students will analyze and investigate technology design and integration challenges as presented in a real business environment. Project management tools will be used to envision and justify possible solutions and to organize and discuss/support their findings.	A proposal articulating the issues and possible solutions to an e-commerce related business problem/opportunity as identified through interviews with company management.	Grade based on clarity and content of the paper/presentation.

Format: Class time will be spent in the discussion of material from the textbooks and the evaluation of issues and technologies involved in electronic commerce. Weekly lab time will be used to introduce web applications and complete projects where students will interact with lab mentors and peers to develop individual project assignments.

Some of the important technologies used in this course include:

- Microsoft Visio – Web Forms & Graphical Tool
- Microsoft Project – Project Management
- Microsoft Word or similar Word Processing – Reports and Essays

- Microsoft PowerPoint - Presentations

In addition to the technical content and technologies described above, students will also improve their written and oral communication skills as they learn how to prepare, write and present the necessary technical documentation to support assigned projects.

The class schedule (assignments) will be posted on the class web site. The instructor may deviate from the schedule if necessary; however, any such changes will be announced in-class and posted on the class web site. The topics covered in this course may be difficult to grasp without a reasonable amount of effort put forth by the student. Students will need to dedicate time outside of class for group assignments, lab exercises, readings and written assignments.

Prerequisites: Although familiarity with web applications and HTML is helpful, they are not required to complete the course. However, students should be familiar with word processors and web browsers.

Course Materials:

One text is required for this class. This text covers concepts that relate to the business, technology, and social aspects of Electronic Commerce.

Internet access outside of class is required either using a personal computer or computer labs available in the business building. A flash drive is also required for storing lab assignments and data files.

Text: Kenneth C. Laudon & Carol Guercio Traver, E-Commerce, 8th Edition

Publisher: Pearson, 2012

ISBN: 0-13-801881-2

eBook available at http://www.coursesmart.com/IR/1611212/9780132146142?__hdv=6.8

Software:

Laptops are required for the course. All software will be available through download or through a virtual desktop. Check system requirements before attempting downloads.

Course Policies:

Class Attendance: Class attendance is necessary to achieve the maximum benefit from this class. Attendance requires that students arrive on time and stay for the entire class. Excessive absences will affect a student's course grade. Students are expected to attend every class. Excessive absences may result in extra assignments to compensate for the missed classes and/or a lowered course grade.

If a student is unable to attend class for any reason, they should notify the instructor as soon as possible by email. University policy requires that a student provide seven (7) days advanced written notice of all approved absences. The activity sponsor is responsible for providing the appropriate signed form in a timely manner. For an unanticipated absence to be excused, the student must contact me before the next class period. The student should also contact one of their classmates to review what was discussed in class. **Students with more than five unexcused absences will be dropped from the class.**

Tardiness: 3 tardies are treated as 1 absence

Chapter Note Sheets: It is the student's responsibility to read the assigned course materials before each class. This course covers material that could be new to the student and requires a substantial amount of time devoted to reading, analyzing, and writing. To ensure that students are prepared for class discussions, each student is required to turn in a chapter note sheet that they

have prepared which outlines the important concepts of the chapters read for each week. The note sheets must be turned in at the beginning of each class on the date given in the course schedule to be counted as submitted on time. **Late note sheets will not be accepted.** A chapter note sheet should be limited to one 8.5 x 11 inch page (front and back) that **a student has authored.** Using another student's chapter note sheet is not allowed. Turning in class PowerPoint slides as a note sheet is not allowed. Copying text directly from the book or any other source is not allowed. **You are not allowed to turn in another student's note sheet for them.** The submitted chapter note sheets will be returned to the student on each Exam day and may be used to assist them in taking the exam. **Note sheets may NOT be used for the mid-term and final exams.**

Individual project assignments

Individual project assignments will require students to apply what they have learned in class. Some assignments will be completed in class and others must be completed outside of class. Individual project assignments are due as specified on the published class schedule (see class web site). For each day in which an individual project assignment is late, the project assignment will be graded down by 5 % up to a maximum of one week (seven days). Project assignments will not be accepted after seven days.

Final Project

There will be one final project that students will work on throughout the semester. Project deliverables will be assigned as needed and clearly specified both in class and on the class web site. Students are strongly encouraged to begin work on this project early.

The final project will employ skills learned from individual projects to develop a complete application. Project deliverables will be assigned and will include the following components:

Overview of application

Assessment

Analysis

Design

Summary (all of above written and neatly bound)

Presentation (PowerPoint and oral. Include slides in report)

The project will include a written submission as well as an oral presentation. All project assignments will be weighted as outlined by your instructor. The final written submission is due at the beginning of class on the specified due date.

Grading and Late Policy:

Grades for this class will be based on class assignments as outlined above. The overall grade is assigned based on a demonstrated understanding of electronic commerce concepts (60%) and successful completion of class projects (40%). Students must complete all course assignments or the instructor may assign a grade of F. Grades will be assigned based upon 90+ is an A, 80 - 89.9 is a B, 70 - 79.9 is a C and 60 - 69.9 is a D, below 60 is an F.

Lab Assignments/4 individual projects:	250 points	25%
Final Team Project (report, presentation):	150 points	15%
Chapter Note Sheets (10 - 10 points each)	100 points	10%
Exams (Written, Presentations) (4 – 50 points each):	200 points	20%
Midterm Exam (Individual contribution to team project):	150 points	15%
<u>Final Exam (Individual contribution to team project):</u>	<u>150 points</u>	<u>15%</u>
Total:	1000 points	100 %

Final grades will also be adjusted for attendance as follows:

0 – 2 absences: No adjustment

Greater than 2 absences: 10 points for **each** class missed

All chapter notes, homework/lab assignments and projects will be graded as follows:

1. **Completeness:** Degree of completion of all assigned work.
2. **Correctness:** The accuracy of the submission.
3. **Documentation:** Proper documentation and format as outlined in-class.

The final grade for the team project report will also be adjusted for grammar and spelling.

To be fair to everyone, a student must submit all assignments at the beginning of class when the assignment is due, in order for it to be considered on time. For each day in which a project assignment is late, the project assignment will be graded down by 5 % up to a maximum of one week (seven days). Project and lab assignments will not be accepted after seven days. **Chapter note sheets and homework assignments will not be accepted late. This policy will be strictly enforced as it promotes students coming to class.**

Academic Integrity: The university catalogue states that “ACU expects its students to practice absolute academic integrity. Plagiarism, cheating, and other forms of academic dishonesty are not acceptable at ACU.” The main point of this policy is that all individual work assignments (non group work) should represent the student’s individual work. Turning in another student’s work is considered academic dishonesty and will result in no credit being given for the assignment. Penalties can also include receiving a grade of F for the course and recommendation for immediate suspension from the university.

The following actions are also considered inappropriate conduct:

- Providing or accepting assistance on quizzes and examinations (cheating by any method or means, including sharing information between class sections).
- Behaviors which are disruptive, which are insensitive, or which directly or indirectly inhibit others from working toward their academic goals.
- Behaviors which are disrespectful to classmates or to the instructor.
- Submitting work derived by another student or preparing work for another that is to be used as that person’s own work. Using work of another constitutes plagiarism. Evidence of shared work will result in a grade of zero for all parties involved.
- Lying to your instructor to receive a better grade, or allowance for a late assignment is considered an ethical breach of conduct.

Violations of academic integrity involve the intention to deceive or misrepresent and are therefore a form of lying. Such actions are contrary to the behavioral norms that flow from the nature of God. Therefore, alleged violations will be subject to the conditions as outlined in the academic integrity policy enforced by the university. Although the university enforces the policy, the most powerful motive for integrity and truthfulness comes from one’s desire to imitate God’s nature. Every member of the faculty, staff, and student body is responsible for protecting the integrity of learning, scholarship, and research. Please read the COBA honor code at: <http://www.acu.edu/academics/coba/currentstudents/cobahonorcode.html>.

The full university policy is available for review at the campus life website:
http://www.acu.edu/campusoffices/campuslife/acad_integrity/index.html

In summary, students are expected to make an ethical and moral commitment to act appropriately in all academic activities and to not tolerate any dishonorable behavior on the part of other students. **Any breach** of academic dishonesty may result in **removal** from this class.

Examinations: Seven examinations will be administered during this course as outlined in the class schedule. Exam questions may include short answer questions as well as traditional exam questions. Exams will be either open or closed book as announced in class. Chapter note sheets will be returned to the student and can be used to assist them on the five regular exams. **Note sheets may not be used during the midterm and final exams.** If a student misses an exam, the instructor will need a documented, excused reason to give them a make-up test. Make-up exams will be given only in extreme circumstances, when the instructor has determined that the absence is valid and necessary and will be administered at the end of the semester or sooner at the discretion of the instructor.

Administrative Comments:

See University Academic Schedule for appropriate drop/withdrawal dates

- 1) To drop a course, you must complete the required paperwork with your advisor.
- 2) If applicable: You must earn a grade of C or better in this course in order for it to satisfy the pre-requisite requirement for any course for which this course is a pre-requisite.

Contesting Grades:

Students will have three (3) days after course work is returned or a grade is assigned to contest the grade received. Requests must be submitted in writing (emails accepted) and provide reasonable justification for the change request. Grade changes **will not** be considered after this period.

Final Exam:

The final exam for this course will be offered on **Tuesday, December 11th, 2:00 to 3:45 AM**. All students must take the exam at the time assigned for our class.

Summary of Daily Assignments:

A summary of the class schedule is attached which can also be found on the course blackboard site. **This schedule can be amended as needed; changes will be announced in class.**

IS 415-01
E-Commerce
Fall - 2012
Tentative Class Schedule

Subject to change with notice – last updated on: 8/23/12

Week	Monday	Wednesday
1-8/27	Orientation	CH1- The Revolution
2-9/3	Ch 1-The Revolution	Case Day
3-9/10	Ch2-Business, Revenue Models <i>Ch1 Notes Due</i>	Ch2 –Business, Revenue Models, cont. <i>Project 1 Assigned</i>
4-9/17	Ch3-Infrastructure <i>Ch2 Notes Due</i>	<i>Exam 1 - Online</i> <i>Project presentations</i>
5-9/24	Ch3-The Internet, Mobility <i>Ch3 Notes Due</i>	<i>Project 1 Due</i> <i>Project presentations</i>
6-10/1	Ch 4-Web Sites	<i>Project 2 Assigned</i>
7-10/8	Ch 4-Web Sites (cont.) <i>Ch4 Notes Due</i>	<i>Exam 2</i> <i>Project 2 Due – Project Presentations</i>
8-10/15	Ch5-Security <i>Ch 5 – Security notes due</i>	<i>Mid Term Exam</i> <i>Team Project Presentations</i>
9-10/22	Ch5-Payment Systems <i>Ch5 – Payment Notes Due</i>	<i>Exam 3</i> <i>Project 3 Assigned</i>
10-10/29	Ch6-Marketing Concepts <i>Ch6 Notes Due</i>	<i>Project 3 Due – Fall Break Friday</i> <i>Project Presentations</i>
11-11/5	Ch7-Marketing Communications <i>Ch7 Notes Due</i>	<i>Project Presentations</i>
12-11/12	Ch8-Ethical, Social & Political Issues <i>Ch8 Notes Due</i>	<i>Exam 4</i> <i>Project 4 Assigned</i>
13-11/19	Ch9-Online Retailing <i>Ch9 Notes Due</i>	<i>Thanksgiving Holiday-</i> <i>Wednesday, Thursday, Friday</i>
14-11/26	Ch10-Online Content <i>Ch10 Notes Due</i>	<i>Project 4 Due</i> <i>Final Project Presentations</i>
15-12/3	Ch11-Social Networks <i>Ch11 Notes Due</i>	<i>Final Project Team Presentations</i>
16-12/10	Dead Day	
FINAL EXAM: TUESDAY, 12/11, 2-3:45 PM		