McCoy College of Business Administration

TEXAS STATE UNIVERSITY

**Department of Computer Information Systems and Quantitative Methods**

**CIS 3317**

**E-Business**

**Spring 2017**

INSTRUCTOR: Dr. Byron Lynn Morgan TEL: 512-716-4552 (office)

OFFICE: Avery 464Q E-Mail: **Bm13@txstate.edu**

OFFICE HOURS: T: 5:30-6:30pm & by Appt. Course Site: TRACS

**COURSE DESCRIPTION:**

Explores the constantly changing world of e-Business from an international perspective. This course will emphasize e-Business challenges and opportunities in the worldwide marketplace, while focusing on global issues of management, implementation, and integration of IT resources.

NOTE: This course is an MC (Multi-Cultural Content/Perspective) course. Emphasis will be placed on international business/consumer e-Business/e-Commerce perspectives along with the concept of cultural diversity and multiculturalism throughout the course.

**COURSE MATERIALS (Required Textbook):**

E-Commerce: Business, Technology, Society 2015. Kenneth C. Laudon & Carol G. Traver, Pearson PrenticeHall 11th Edition (ISBN 10: 0-13-350716-5, ISBN 13: 978-0-13-350716-4).

\*Ebook: <http://www.coursesmart.com/9780133507164>

**LEARNING GOALS (Course Objectives):**

1. Students will learn the basic concepts of conducting business online/electronically
2. Students will learn the different forms of E-Commerce including business-to-business, business to-consumer, and consumer-to-consumer
3. Students will learn the technical aspects of on-line monetary transaction processing and associated security issues/concerns
4. Students will learn and use application development tools for the conceptualization, design, and construction of E-Commerce solutions for business
5. Students will learn how to formulate Internet strategies for E-Commerce applications in the Global Economy
6. Students will learn how to analyze current E-Commerce activities, incidents, issues and future trends from both a Globalization and Multicultural Perspective.
7. Students will increase their awareness of domestic and global issues as they relate to the cultural diversity of consumers, knowledge workers and Information Technology (IT) professionals.

**SKILLS AND KNOWLEDGE YOU ARE EXPECTED TO BRING INTO THIS COURSE:**

Your website & social media likes, dislikes, experiences and fears to share and build on

**PREREQUISITES:**  None

**McCoy College Undergraduate Curriculum Committee Outcomes from this course:**

1. Conceptualize a complex issues and express it in a coherent written or oral statement
2. Apply critical and reflective thinking skills and use analytical tools to evaluate information, solve problems, and make sound decisions
3. Apply information technology skills to organizational problems and decisions
4. Understand ethical behavior in personal and business interactions
5. Apply the skills needed for effective teamwork and understand the importance of group dynamics in achieving organizational goals
6. Comprehend the importance of pluralism and cross-cultural diversity

**COURSE POLICIES:**

1. **INSTRUCTIONAL METHODOLOGY:**

Most class sessions will involve extensive discussions of the E-Commerce issues raised in the media plus those from the text, readings, and cases. Students will be expected to make substantial contributions to the learning process through participation in class discussion. Students will conduct independent research and analyze global E-Commerce practices and issues and share their findings through class discussions, small groups, homework assignments, readings and the group semester project.

1. **ATTENDANCE:** Attendance is your best key to do well in the class. It is the student’s responsibility to attend class, take quizzes (either in class OR Online if scheduled), obtain any lecture information, information regarding assignments and exams, and to receive graded exams and assignments passed back in class. Note that ALL Exams will cover material from the text, classroom discussions which may or may not be from textbook material and articles posted on TRACS.
2. **COURSE REQUIREMENTS (Components):**

**Quiz Material Reading Assignments:** There will be 10 chapter “mini-case” reading assignments throughout the course worth 10 points each with any optional/additional ones potentially offered in an Extra Credit mode. To encourage reading and more importantly, attendance and in-class discussion, rather than having a written assignment, **in-class OR scheduled ONLINE short quizzes** will be given that focus on the key points from the reading assignment which could include questions about your opinions on key issues brought out by the reading assignment. Refer to the course schedule for reading assignments and “potential quiz” dates. A “bonus” Quiz of 10 full points will be credited at the end of the semester to help cover for one or more missed quizzes but in reality it is simply “Extra Credit”.

 NOTE: In order to facilitate the transition of this course to an online or hybrid model, selected/most/many of the course’s historical in-class quizzes will be converted to Online TRACS assessments typically drawing 3-5 questions randomly from a question pool when scheduled and communicated via the course TRACS site email push tool. As a point of reference and when scheduled, the due date/time will be CLASS TIME on the day that the reading material was DUE on the semester calendar for in-class discussion/review of the issues, questions and suggested answers IN CLASS that day. Whether in-class or online – you will have 10 minutes on average to complete the quiz/assessment and when online – a minimum of a 48 hour window of time will be made available for students to take the online assessment (Tue->Thu Due or Thu->Tue Due).

**Chapter Quizzes:** There will be a total of 12 chapter quizzes spread throughout the semester. All exams are closed book and notes. They will consist of both multiple choice and short answer questions. You **must take all 12 quizzes** and there will be NO opportunities to make up work missed due to unexcused absences from class. Appropriate scheduled textbook chapters, in-class lectures, articles/readings, class activities, demonstrations, and assignments will be the basis for the exams. The examinations must be taken on the scheduled date and time for your section. Students who do not take the exams on the date and time scheduled for their section will receive a grade of zero for those exams. Exams may test all material from assigned readings and lecture and presentations as well as all items covered by the course homework projects. The instructor will retain all original copies of the exams. Unavoidable absence on any exam must be dealt with **prior** to the exam by notifying the instructor in **writing** and will be handled on a case-by-case basis. The instructor’s discretion will determine what constitutes an emergency. **At the time you miss a 3rd Chapter Quiz, when there has been no correspondence and/or an officially approved excused absence, you will be automatically dropped from the course and receive an “F” as your semester grade.**

**Make-up Examinations**: Make-up examinations are a privilege, not a right, and as such should be avoided absent serious and compelling circumstances. Granting of this privilege is only warranted in cases of serious illness, emergency transportation problems that are out of your control, and similar circumstances. If you suspect that you might miss a regularly scheduled quiz, you make take the quiz early with at least 72 hour’s notice to the instructor. Otherwise you must take the quiz at the regularly scheduled time or take a make-up quiz. **All make-up quizzes will be given administered by the Round Rock Testing Center and must be completed within one week of the date of administration.** The current cost to make-up a quiz is **$40.00**.

**Individual Assignments:** There will be 3 individual assignments that serve as “building assignments” preparing you to for the semester group project. These assignments showcase either information about you as an individual, the impact of the internet and our multicultural global population, workforce and consumer diversity. Individual research, life experiences and reflection will be shared in the classroom via small-group discussions, class discussions and presentations.

**Assignment #1: Individual Team Member Profile (10 points)**

**Assignment #2: Ism’s and the Digital Divide (50 points)**

**Assignment #3: International Project Teams (50 points)**

A handout and in-class discussions will provide all the details for the projects. All assignments are due at the beginning of class on the assigned due date as you walk into class so as to be accepted for full credit. They will be accepted up to **one class day** after the original due date with a late penalty of 20% and will not be accepted thereafter – No Exceptions. An assignment is considered late if it is submitted any time after the start of lecture on the due date and you MUST submit it in class. Sliding it under my office door, email submissions or CIS department office submissions will all be considered LATE as it was not submitted “in class” on the due date. Small group and in-class discussions will be utilized to learn and share our thoughts, issues and reflections after the assignments have been graded and returned. **Assignments will be submitted via the TRACS Assignment tab and hand-written work obviously is not an option. Refer to the Assignment Tab for details and the Schedule for Due Dates.**

# Assignment #1 Grading Rubric

|  |  |  |
| --- | --- | --- |
| **Score (On Time)** | **Score (Late)** | **A function of completeness, quality, thoughts, examples, effort and personal reflections/thoughts/perspectives** |
| 10 | 8 | Exceptional work, all parts fully completed with personal thoughts/reflections |
| 7.5 | 5 | Above Average work but slightly lacking in quality, content and thoughts |
| 5 | 2.5 | Average work lacking in quality, content, thoughts and richness |
| 2.5 | 1 | Below Average work with significant lacking quality, content & richness |
| 0 | 0 | Not submitted at all or past the late work submission deadline |

# Assignment #2 & #3 Grading Rubric

|  |  |  |
| --- | --- | --- |
| **Score (On Time)** | **Score (Late)** | **A function of completeness, quality, thoughts, examples, effort and personal reflections/thoughts/perspectives** |
| 50 | 40 | Exceptional work, all parts fully completed with personal thoughts/reflections |
| 45 | 36 | Outstanding work but not quite Exceptional |
| 40 | 32 | Above Average work but slightly lacking in quality, content and thoughts |
| 30 | 24 | Average work lacking in quality, content, thoughts and richness |
| 20 | 16 | Below Average work with significant lacking quality, content & richness |
| 10 | 8 | Minimal effort, incomplete and/or barely attempted the assignment |
| 0 | 0 | Not submitted at all or past the late work submission deadline |

**Semester Project Assignment #4:** A key component of the course is the creation of an e-commerce website for a fictitious good or service that showcases the multicultural nature of your customers. You will be assigned to a 5 member team attempting to mimic a real-world multi-cultural project team. The whole project (Assignment #4) is worth 200 points (150 group work + 50 individual work).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Team Components** | **# Points** |  | **Individual Components** | **# Points** |
| Team Summary & Status Reports | 10 |  | Reflection | 30 |
| Team Project Report | 45 |  | Peer Evaluations | 20 |
| Email Campaign | 45 |  |  |  |
| Team Website | 50 |  |  |  |
| **\*Total Team Points:** | **150** |  | **\*Total Individual Points:** | **50** |

**\*Note: Subject to the peer evaluations of the team collectively, a “penalty” could be assessed for your portion of the 150 points outlined above for the team work due to an overall lack of participation, interest, quality of work, reliability and more.**

\*e.g. Evaluation of 8.5/10: Team total score 140 \* 85% = 119 + 45 Individual Points = 164/200 (82%) **Grade Evaluation:** Grades will be determined as follows:

C.

|  |  |  |
| --- | --- | --- |
| **Component** | **Points** | **%** |
| 12 Chapter Quizzes (30 Questions Each) | 390 | 40% |
| 10 Mini-Case Quizzes (10 points Each) | 100 | 10% |
| Assignment #1 - Individual Team Member Profile | 10 | 5% |
| Assignment #2 - Ism's & Digital Divide | 50 | 10% |
| Assignment #3 - International Project Teams | 50 | 10% |
| Assignment #3 - Semester Project (Team & Individual) | 200 | 25% |
| Total Regular Semester Points Possible | 800 | 100% |

|  |  |
| --- | --- |
| **Letter Grade Assignment** | **Letter Grade** |
| 89.5 and higher | A |
| 79.5 - 89.4 | B |
| 69.5 - 79.4 | C |
| 59.5 - 69.4 | D |
| Less than 59.5 | F |

* Grade disputes, if any, must be resolved within **one (1) week** of receiving graded work. All grades become final thereafter. PLEASE check your grades on TRACS frequently!
* All grades are final and extra work will not be an acceptable reason for a change in course grade.

1. **CLASSROOM CIVILITY:** Disruptive behavior in the classroom is prohibited in Section 2.02 of Texas State’s Code of Student Conduct and includes behavior that substantially or repeatedly interferes with the conduct, instruction, and education of a class. The complete Conduct of Classes policy is available at [http://www.provost.txstate.edu/pps/policy-and-procedure-statements/4-teaching/pps4-02.html.](http://www.provost.txstate.edu/pps/policy-and-procedure-statements/4-teaching/pps4-02.html)

Students are expected to come to class each day prepared to participate in class discussions and activities. If a class is missed, it is the student’s responsibility to get missed assignments, class notes, etc. from a classmate BEFORE the next class. It is expected that all students will practice PROFESSIONAL BEHAVIOR during the class. That includes being in class on-time, being prepared and attentive, respecting others and their ideas, turning off cell phones, pagers, and other electronic devices, NOT SURFING THE INTERNET (including social networking sites) or CHECKING EMAIL, and staying in class until the end (unless you have an emergency or have cleared it in advance with the professor). The instructor may take appropriate disciplinary action against violators of classroom civility, including the removal of offending parties from the class and reporting disruptive students to the Dean of the college. Students MUST attend the class section for which they are officially registered and complete all exams, assignments, and other course-work in that section. Failure to attend class regularly will result in students missing in-class assignments, explanations, demonstrations and more.

1. **OTHER**: The [McCoy College Student Responsibilities on Learning](http://advising.mccoy.txstate.edu/about/learningpolicy) is available online by clicking the link.
   1. **Retention of Graded Material:** Students are required to retain all graded assignments for a period of one semester to resolve any grade disputes that may arise. Grade appeals will be entertained only if a student is able to produce all graded assignments for verification. Otherwise, the assigned grade will stand. Grade disputes on individual assignments must be resolved within one week of the date that the graded assignment is returned in class. After that time, the assigned grade becomes final. If you do not pick-up your assignments/exams on or close to the day that they are returned in class, you may lose your right to dispute the grade or grading.

**Use of TRACS:** Assignments, submission requirements, due dates, and any other announcements related to the class as a whole will be posted to course site on the Texas State TRACS course website. Students should check the course web site on a regular basis, preferably each day, for any new material (projects, assignments, pop-quizzes, etc.) that may be posted.

**Due to the size of the class/large number of students, TESTs will be graded/posted to TRACS but the actual papers will NOT be made available in/during class but will be available for you to view/review in your instructor’s office during office hours.**

* 1. **Communication with your Instructor:**  
     1. Office Hours: Feel free to stop by any time during my scheduled office hours to discuss aspects of the course, your career or other things on your mind!
     2. Email: When sending email – be sure to use CIS3317 in the subject line so that I know which course and/or material the nature of your email is regarding. Generally, I will respond to emails the same day subject to my teaching and meeting schedule and worst case – overnight prior to 5am so be sure to check your email daily – especially early morning!

**c.** Use of the TRACS Blogs/Forums (If utilized): Remember, your postings are permanent (Unless I choose to use editorial privilege and delete it and advise you why) as a moderator. Also remember these best practices or guidelines for online etiquette:

* + - 1. Be careful of the language: Never use “inappropriate language”
      2. Avoid controversial subjects: like: religion, politics, personal questions…
      3. Add Value: Don’t post unless it adds value
      4. Accountability: Don’t post unless you truly believe/feel it
      5. Show Respect: Be respectful of other’s opinion & time

III. **Guidelines for Establishing a Safe Environment for Discussing and Learning about Culturally Sensitive Issues.** The following table, developed by Nathalle A. C. Piquemat and Sandra G. Kourizin (2004), includes the guidelines for establishing a safe environment for discussing and learning about culturally sensitive issues and **we will ALL follow this semester**.

1. Each person can and should contribute to developing a high level of *trust*.
2. We must all practice *respect* for ourselves and one another.
3. We must agree to participate in *open* and *honest* discussion and debate.
4. Everyone should respect the views of others even if we do not agree with them.
5. We should practice positive and productive ways in which we can convey our perspectives, feelings or disagreements.
6. Everyone should be willing to make comments or contribute to discussions that will promote cross-cultural learning.
7. We must *listen* to others, as well as *listen to ourselves* to continue to support strong and healthy communication.
8. Everyone should feel comfortable and safe about asking questions of others.
9. We all need to take time to think and question our own assumptions of others.
10. It is critical that we all practice being accepted and *non-judgmental and open-minded*.
11. We must remember that no one is an expert on all cultures, but we should all be consistently learning new things about others.
12. It is imperative that we understand that no one person speaks as a representative of the entire ethnic, cultural, or social groups to which they belong.
13. Together, we can help turn around misinterpretations or misunderstandings.
14. We recognize that we are all here to learn and one of the most valuable ways to learn is from each other.

**UNIVERSITY/COLLEGE POLICIES:**

**A. DROP:** Dropping means that the student will remain enrolled in at least one hour in the current semester. A "W" will be automatically assigned if the drop procedure is completed on or before 11:59 p.m. on March 28, 2017. After this deadline the student will be unable to drop individual classes and will receive the grade earned in the course (see AAPPS 4.07 for a list of grades). It is suggested that students consult the instructor prior to dropping from the class.

**WITHDRAWAL:** Withdrawal means that the student is going to zero hours for the current semester. A "W" will be automatically assigned if the withdrawal procedure is completed on or before 11:59 p.m. on March 28, 2017. After this deadline, the student may withdraw on or before 5:00 p.m. on April 20, 2017. If the student is passing the class on the official date of withdrawal, a "W" grade will be assigned. If the student is failing the class on the date of withdrawal, a "U" grade will be assigned.

**B. ACADEMIC HONESTY:** Submission of any work for a grade for which unauthorized help has been received is termed academic dishonesty and will be grounds for a failing grade in the course. "Unauthorized" is a term used here to designate stealing, copying (with or without permission), collaboration with other individuals, or sharing programming code outside of sanctioned group activities. Students are strongly encouraged to refer to the Texas State student handbook, available at http://www.dos.txstate.edu/handbook.html for policies related to academic dishonesty. This instructor views any such act as a clear violation of ethical standards and will take appropriate disciplinary and punitive action.

**C. HONOR CODE:** All students are required to abide by the Texas State University Honor Code found in [UPPS 07.10.01](http://www.txstate.edu/effective/upps/upps-07-10-01.html) under attachment I. The pledge for students states:

**Students at our University recognize that, to insure honest conduct, more is needed than an expectation of academic honesty, and we therefore adopt the practice of affixing the following pledge of honesty to the work we submit for evaluation:**

**I pledge to uphold the principles of honesty and responsibility at our university.**

**D. FINANCIAL AID:** Federal regulations require students to meet certain minimum academic and attendance standards in order to remain eligible for financial aid assistance. Other program-specific requirements may also exist. Additional information is available at [www.finaid.txstate.edu](http://www.finaid.txstate.edu).

**E. Students with Disabilities:** A student with a disability may require an accommodation(s) to participate in the course. They must contact the instructor as soon as possible, typically within the first two weeks of the semester. They will be asked to provide documentation from the Office of Disability Services (ODS) at that time. Failure to contact the instructor in a timely manner will delay any accommodations they may be seeking. Ongoing care by a physician does not automatically qualify you as an ODS special needs student. Students are required to file paperwork for accommodations with ODS each semester. Accommodations granted one semester do not automatically carry forward to the next. See UPPS No. 07.11.01 for additional information.

**F. Our Mission**

Texas State University is a public, student-centered, Emerging Research University dedicated to excellence in serving the educational needs of the diverse population of Texas and the world beyond.

**G. Our Shared Values**

In pursuing our mission, we, the faculty, staff, and students of Texas State University, are guided by a shared collection of values. Specifically, we value:

•       An exceptional undergraduate experience as the heart of what we do.

•       Graduate education as a means of intellectual growth and professional development.

•       A diversity of people and ideas, a spirit of inclusiveness, a global perspective, and a sense of community as essential conditions for campus life.

•       The cultivation of character and the modeling of honesty, integrity, compassion, fairness, respect, and ethical behavior, both in the classroom and beyond.

•       Engaged teaching and learning based on dialogue, student involvement, and the free exchange of ideas.

•       Research, scholarship, and creative activity as fundamental sources of new knowledge and as expressions of the human spirit.

•       A commitment to public service as a resource for personal, educational, cultural, and economic development.

•       Thoughtful reflection, collaboration, planning, and evaluation as essential for meeting the changing needs of those we serve.

## COURSE OUTLINE

# ADDITIONAL COURSE INFORMATION

**Future Online Course Experimentation:**

Due to the ever-growing number of Texas State Business Minors and the number of students needed to take CIS3317, the course has been targeted for a conversion from a face-to-face to online class for future semesters. In order to facilitate this, some aspects of an online course may be introduced as an experiment during our official face-to-face course to evaluate the effectiveness of the methods and approaches under considered for this conversion.

**CIS 3317: e-Commerce**

**Spring 2017**

**Course Schedule & Assignments**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Wk** | **Date** | **Topic/Activities** | **M**  **C** | **Potential Mini-Quiz Text Case Readings** |
| 1 | 01/17 | Course Introduction & Overview |  |  |
| 2 | 01/24 | Ch 1: The Revolution is Just Beginning  **Chapter 1 Quiz**  **Assignment #1 Discussion** |  | p. 46-49 |
| 3 | 01/31 | Ch 2: e-Commerce Business Models & Concepts **Assignment #2 Discussion**  **DUE: Assignment #1: Team Member Profile**  **\*Team Member Assignments Made with an in-class Team Building/Introduction Exercise!**  **=>VERY IMPORTANT TO BE IN CLASS!** | Y | p. 99-102 |
| 4 | 02/07 | Ch 3: e-Commerce Infrastructure  **Chapter 2 Quiz \* Team Assignments Made!**  **Chapter 3 Quiz** |  | p. 175-178 |
| 5 | 02/14 | Ch 4: Building an e-Commerce Presence  **Assignment #3** Discussion  **DUE: Team Building Summary Report**  **Chapter 4 Quiz** | Y | p. 240-243 |
| 6 | 02/21 | **Semester Project/Team Work Day (No Formal Class)**  **DUE: Team Status Report #1** |  |  |
| 7 | 02/28 | Ch 5: Security: Threats, Articles and Discussion  **DUE: Assignment #2: Ism’s & the Digital Divide**  **Chapter 5 Quiz** |  | p. 313-318 |
| 8 | 03/07 | Ch 6: e-Marketing email Focus (Semester Project) **DUE: Team Status Report #2**  **Chapter 6 Quiz** | Y | p. 404-407 |
|  |  | SPRING BREAK |  |  |
| 9 | 03/21 | Ch 7: Social/Mobile/Local Marketing  **Chapter 7 Quiz** | Y | p. 473-478 |
| 10 | 03/28 | Ch 8: Ethical, Social & Political Issues in e-Commerce  **Chapter 8 Quiz** |  | p. 550-554 |
| 11 | 04/04 | **Semester Project/Team Work Day (No Class)**  **DUE: Assignment #3: International Project Teams** | Y |  |
| 12 | 04/11 | Ch 9: Online Retailing and Services  **Chapter 9 Quiz** |  | p. 618-622 |
| 13 | 04/18 | Ch 10: Online Content and Media  **Chapter 10 Quiz**  **Team Status Report #3** |  | p. 693-697 |
| 14 | 04/25 | Ch 11: Social Networks, Auctions & Portals  **Chapter 11 Quiz**  Ch 12: B2B: SCM & Collaborative Commerce  **Chapter 12 Quiz**  **Due: Assignment #4: Semester Project Packet** | Y | p. 793-798 |
| 15 | TBD | Final Exam |  |  |

Note: **(MC)** Denotes Multicultural Content