



Graduate Course Syllabus

IT 503: Digital Commerce and eBusiness

Center: Online

Course Prerequisites

IT 500 or IT 510 or permission of instructor

Course Description

This course is a comprehensive survey of the principles, techniques and implications of digital commerce and e-business. It covers the entire spectrum of Web-centric forms of communication and trade amongst commercial, industrial, institutional, governmental, employee and consumer participants and partners. Important areas such as e-business models, security, privacy and ethics are covered along with the major Internet tools and architecture behind digital commerce. Students use a Web development tool to build and post a site and learn what an organization must do to effectively use e-commerce to achieve a competitive advantage.

Course Outcomes

- Describe World Wide Web, E-Commerce, and its business models
- Use site planning, process, and principles in creating a well-designed website
- Use webpage elements and website authoring tools
- Investigate database implementation for a website
- Evaluate quality assurance, site stickiness, and promotional strategies
- Examine web server management, ethics, and legal issues

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

E-Commerce 2014: Business, Technology, Society

Laudon

Pearson

10th Edition

2014

ISBN: 978-0-13-302444-9

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions forum in Blackboard so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Short Papers/Presentations	4	50	200
Journals	1	140	140
Discussions	10	22	220
Final Project			
Milestone Two	1	150	150
Milestone Three	1	100	100
Milestone Four	1	90	90
Research Paper	1	100	100
		Total Course Points:	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

<i>Total Points: 1000</i>				
Grade	Numerical Equivalent	Points	Points Equivalent	
			<i>Lower</i>	<i>Upper</i>
A	93-100	4.00	930	1000
A-	90-92	3.67	900	929
B+	87-89	3.33	870	899
B	83-86	3.00	830	869
B-	80-82	2.67	800	829
C+	77-79	2.33	770	799
C	73-76	2.00	730	769
F	0-72	0.00	0	729
I	Incomplete			
IF	Incomplete/Failure*			
W	Withdrawn			

*Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. Assignments and discussion board posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	Foundational and Historical Perspectives of E-commerce Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapter 1 1-1 Discussion: Foundational and Historical Perspectives of E-Commerce 1-2 Journal: E-Commerce from a Personal Perspective 1-3 Final Project: Begin Research 1-4 Short Paper: E-Commerce
2	The E-commerce Business Model and Web-based Infrastructure Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapters 2 and 3 2-1 Discussion: E-Business Models 2-2 Journal: E-Commerce Business Model 2-3 Presentation: E-Commerce Business Model 2-4 Final Project: Continue Work
3	Marketing Concepts and Advertising in E-commerce Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapters 6 and 7 3-1 Discussion: Marketing Concepts 3-2 Discussion: E-Commerce Advertising 3-3 Try-it: Search Engines 3-4 Short Paper: Textbook Project 3-5 Final Project: Continue Work
4	Online Content and Media Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapter 10 4-1 Discussion: Online Content and Media 4-2 Journal: Online Content and Media 4-3 Research Paper: Strategic Directions of E-Commerce and Future Development 4-4 Final Project: Continue Work

5	Building an E-commerce Website Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapter 4 5-1 Discussion: Building an E-Commerce Website 5-2 Journal: Website Tool Trial 5-3 Final Project Milestone One: First Draft of Written Proposal 5-4 Research Paper: Continue Work
6	Online Retailing and Services Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapter 9 6-1 Discussion: Online Retailing 6-2 Journal: E-Commerce from a Personal Perspective 6-3 Final Project: Continue Work 6-4 Research Paper: Continue Work
7	Online Payment Systems Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapter 5 7-1 Discussion: Online Payment Systems 7-2 Wiki: Customer Security Wiki 7-3 Final Project: Continue Work 7-4 Research Paper: Submit
8	Auction Sites, Web Portals, and Social Networks Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapter 11 8-1 Discussion: Social Network Sites 8-2 Journal: Auction Sites 8-3 Final Project: Continue Work
9	Collaboration in an E-commerce Environment Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapter 12 9-1 Discussion: Collaboration in E-Commerce 9-2 Presentation: E-Procurement Options 9-3 Final Project Milestone Two: Final Written Proposal 9-4 Final Project Milestone Three: Site Prototype
10	Ethical, Social, and Political Considerations in E-commerce Reading: <i>E-Commerce 2014: Business, Technology, Society</i> , Chapter 8 10-1 Final Project Milestone Four: Site Presentation 10-2 Final Project Review

Attendance Policy

Online students are required to submit a graded assignment/discussion to Blackboard during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Student Handbook

Review the [student handbook](#).

Diversity and Disability Statement

The College of Online and Continuing Education (COCE) at SNHU values diversity and inclusion. SNHU strives to create inclusive and welcoming academic environments. If there are aspects of the instruction or design of this course that present barriers to your inclusion, please notify the Disability Resource Center (DRC) as soon as possible. We will work with you and your instructor to address needs and concerns. We encourage all students with known or suspected physical, medical, sensory, psychiatric, and/or learning disabilities to register with the Disability Resource Center (DRC) in order to assess learning needs and take advantage of available academic accommodations and support services.

SNHU does not discriminate on the basis of race, color, national origin, sex, disability, age, religion, citizenship, marital status, gender identity or expression, sexual orientation, veteran/military status, or genetic information in its programs and activities. Requests for disabilities accommodations within COCE should be directed to:

Disability Resource Center (DRC)

(866) 305-9430

(877) 520-8916 (fax)

drc@snhu.edu

We welcome COCE students, faculty, and staff to consult with the Disability Resource Center (DRC) on disability-related questions or concerns. We look forward to hearing from you.

Complaints regarding discrimination and accommodations should be directed to:

(603) 645-9664

(603) 645-9717 (fax)

adacompliance@snhu.edu

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Assessment Calibration and Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please contact the assessment calibration administrator at assessmentcalibration@snhu.edu. See [this document](#) for more information.