

COURSE SYLLABUS

COM685: Management of Network Technology Readiness

Course Description

A detailed overview of the role of a manager of network technologies with respect to assessing a business's readiness for electronic commerce. Specifically, this course addresses several flexible strategies for sustaining Web-based commerce including identifying the correct business model, techniques for creating sustainable electronic commerce value, integrating net and business priorities, aligning leadership and governance models for maximum impact and using the net to redraw the boundaries of industry. Emphasis is on the new rules that management uses for successful business modeling in the explosive Web-based industry of electronic commerce.

General Course Information

Number of Units/Weeks/Sessions	5/5/10
#Hours Lecture/#Hours Laboratory/#Hours HWs*	50/0/142
Prerequisite(s)	None
Co-requisites (s)	None
Course Developer(s)	Kimberly Lobera, PhD.
Date Approved / Last Review	Jun 2012/ Jan 2015

*Homework projects

MSISM Program Learning Outcomes

- Develop Detailed Business Plans Including Budgets
- Diagnose a Firm's E-Commerce Capability

Learning Outcomes

- Assess current software applications to create professional quality documents and presentations
- Evaluate net readiness trends enabled by the E-economy
- Differentiate strategic options
- Examine extended E-economy business models
- Analyze techniques for creating sustainable E-economy value
- Appraise product, market, business processes, and industry transformations

Instructional Methods Employed in this Course

- Lecture and reading assignments
- Hands-on exercises and labs
- Research
- Student presentations
- Practical application of theory and skills in authentic design projects
- Build on prior knowledge and experience of students to enhance richness of class activities

Information Resources for this Course

☐ **Textbook**

Laudon, K.C., & Traver, C.G. (2015) *Electronic Commerce 2015: Business. Technology. Society. Eleventh Edition*. Boston, MA: Pearson, Course Technologies
ISBN-13: 9780132243315.

☐ **Other Materials**

Perry, James. *Electronic Commerce*. Course Technology, 2002.

☐ **Web Site Readings**

None

Table/Topics & Assignments

Types of Assignments:

Lecture -

Considered Lecture Hours

Classroom Discussion -

Considered Lecture Hours

In Class Critique -

Considered Lecture Hours

Delivering Oral Presentations -

Considered Lecture Hours

In Class (IC) Exercise -

Considered Lecture Hours

Reading -

Considered Homework (HW), work done outside of class

WebClass lesson (non-online courses) -

Considered HW, work done outside of class

Lab Work -

Considered Lab Hours

Quiz, Midterm or Final -

Considered Lecture Hours

Session 1						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 1A	Overview of Electronic Commerce	1	0	0	0	
LEC 1B	E-Marketplaces: Structures, Mechanisms, Economics, & Impacts	2	0	0	0	
IC EX 1A	In-class Participation 1	1	0	0	20	Session 1
IC EX 1B	Activity 1	1	0	0	25	Session 1
HW 1A	Chapters 1-2	0	0	10	0	
HW 1B	Weekly Thesis Assignment 1	0	0	10	50	Session 3
HW 1C	Team Project & Presentation	0	0	10	160	Sessions 9 & 10
IC EX 1C	Curricular Practical Training Activity	0	0	10	80	Session 8
Total Session 1		5	0	40	335	
Session 2						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 2A	Retailing in Electronic Commerce	2	0	0	0	
LEC 2B	Consumer Behavior, Market Research, & Advertisement	1	0	0	0	
IC EX 2A	In-class Participation 2	1	0	0	20	Session 2
IC EX 2B	Activity 2	1	0	0	25	Session 2
HW 2A	Chapters 3-4	0	0	13	0	
Total Session 2		5	0	13	45	
Session 3						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 3A	B2B E-Commerce	1	0	0	0	
LEC 3B	B2B Exchanges, & Directories	1	0	0	0	
LEC 3C	E-Supply Chains	1	0	0	0	
IC EX 3A	In-class Participation 3	1	0	0	20	Session 3
IC EX 3B	Activity 3	1	0	0	25	Session 3
HW 3A	Chapters 5-7	0	0	21	0	
HW 3B	Weekly Thesis Assignment 2	0	0	10	50	Session 5

Total Session 3		5	0	31	95	
Session 4						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 4A	Innovative EC Systems	1	0	0	0	
LEC 4B	Mobile Computing & Commerce	2	0	0	0	
IC EX 4A	In-class Participation 4	1	0	0	20	Session 4
IC EX 4B	Activity 4	1	0	0	25	Session 4
HW 4A	Chapters 8-9	0	0	13	0	
Total Session 4		5	0	13	45	
Session 5						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 5A	Dynamic Trading	1	0	0	0	
LEC 5B	E-Commerce Security	1	0	0	0	
IC EX 5A	In-class Participation 5	1	0	0	20	Session 5
IC EX 5B	Activity 5	1	0	0	25	Session 5
HW 5A	Chapters 10-11	0	0	10	0	
HW 5B	Weekly Thesis Assignment 3	0	0	10	50	Session 7
EXAM 5	Prepare for Mid-Term	1	0	0	0	
Total Session 5		5	0	20	95	
Session 6						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 6A	Electronic Payment Systems	1	0	0	0	
LEC 6B	Order Fulfillment	1	0	0	0	
IC EX 6A	In-class Participation 6	1	0	0	20	Session 6
IC EX 6B	Activity 6	1	0	0	25	Session 6
HW 6A	Chapter 12	0	0	5	0	
EXAM 6	Exam	1	0	0	100	
Total Session 6		5	0	10	145	
Session 7						
		LEC	LAB	HW	Point	

Type	Topic/Description	Time	Time	Time	Value	Due
LEC 7A	E-Commerce Strategy	1	0	0	0	
LEC 7B	EC: Economics & Justification	2	0	0	0	
IC EX 7A	In-class Participation 7	1	0	0	20	Session 7
IC EX 7B	Activity 7	1	0	0	25	Session 7
HW 7B	Weekly Thesis Assignment 4	0	0	10	50	Session 9
HW 7C	Curricular Practical Training Activity	0	0	10	0	Session 8
Total Session 7		5	0	20	95	
Session 8						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 8A	Launching a Successful Online Business	2	0	0	0	
LEC 8B	EC: Legal, Ethical, & Compliance Issues	1	0	0	0	
IC EX 8A	In-class Participation 8	1	0	0	20	Session 8
IC EX 8B	Activity 8	1	0	0	25	Session 8
Total Session 8		5	0	0	45	
Session 9						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 9A	Team Presentations	4	0	0	0	
IC EX 9A	Team Project Document	0	0	0	0	Session 9
EXAM 9A	Prepare for Final	1	0	0	0	
Total Session 9		5	0	0	0	
Session 10						
Type	Topic/Description	LEC Time	LAB Time	HW Time	Point Value	Due
LEC 10A	Team Presentations	4	0	0	0	
EXAM 10	Final Exam	1	0	0	100	
Total Session 10		5	0	0	100	

Course Hours Summary

Session	Topic	LEC Time	LAB Time	HW Time
1	Overview of Electronic Commerce	5	0	40
2	Retailing in Electronic Commerce	5	0	13
3	B2B E-Commerce	5	0	31
4	Innovative EC Systems	5	0	13
5	Dynamic Trading	5	0	20
6	Electronic Payment Systems	5	0	10
7	E-Commerce Strategy	5	0	20
8	Launching a Successful Online Business	5	0	0
9	Team Presentations	5	0	0
10	Team Presentations - Final	5	0	0
Total		50	0	142

Table/Point Breakdown

Session	Assignment	Possible Points	Percent of Grade
1,3,5,7	Weekly Thesis Assignments 1- 4	200	20%
1-8	In-class Participation 1- 8	160	16%
1-8	Activities 1- 8	200	20%
1	Team Project & Presentation	160	16%
6	Mid-Term Exam	100	10%
10	Final Exam	100	10%
2,4,6,8	Curricular Practical Training Activities	80	8%
Total		1000	100%

Weekly Thesis Assignments

The primary purpose of the Weekly Thesis Assignments is to prepare each graduate student at Coleman University for the final Master's Thesis.

Each week, students will submit additional progress toward his or her chosen thesis topic. Progress toward the thesis will include a minimum of three (3) pages of new content toward the thesis and cite no fewer than three (3) scholarly sources.

Each weekly submission should include a highlighted section indicating the new content from the previous week. New content could either be completely new material, or revision to existing material based on feedback provided by your Thesis Mentor or Teaching Assistant.

At the end of Week 3, each student will provide an in-progress review submission to his or her Thesis Mentor via WebClass in the Thesis In Progress section. The Thesis Mentor will provide feedback regarding the framework and approach each

student is taking and provide general guidance regarding completion. This in addition to the Weekly Thesis Assignment submission is graded by the course Teaching Assistant.

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

Percent	Letter Grade	Grade Points
94-100	A	4
90-93	A-	3.67
87-89	B+	3.33
84-86	B	3
80-83	B-	2.67
77-79	C+	2.33
74-76	C	2
70-73	C-	1.67
67-69	D+	1.33
64-66	D	1
60-63	D-	0.67
N/A	INC	0
N/A	W	0
60 or above	CR	0
59 or below	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0

Legend	
CR = Credit	NC = No Credit
I = Incomplete	W = Course Withdrawal

AU = Audit	TR = Transfer Credit
WV = Waiver	

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.