

# COURSE SYLLABUS

## COM 340 E-Commerce Concepts

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### Course Description

This course introduces the concepts, vocabulary, and procedures associated with e-commerce and the Internet. Topics include development of the Internet and e-commerce, prospects for business-to-business and business-to-consumer e-commerce, options available for doing business on the Internet, marketing issues related to e-commerce, tools used to build and e-commerce Web site, features of e-commerce Web sites, payment options, security issues, and customer service.

### General Course Information

Number of Units/Weeks	4/10
#Hours Lecture/#Hours Laboratory/#Hours Homework	40/0/80
Prerequisite(s)	N/A
Co-requisites (s)	N/A
Course Developer(s)	J. Abel, MS BTM
Date Approved / Last Review	April 2009 / May 2014

### Learning Outcomes

- Given the technical, legal and economic issues as a background, the student will be able to analyze a case study, identifying the relevant points of the case.
- Restricted to a set of technical and economic constraints, the student will be able to propose several viable solutions to a given electronic commerce case problem.
- The student will be able to discover and appropriately cite relevant evidence to support a proposal or analysis of several different cases.
- In electronic commerce concepts such as marketing, technology, or security, the student will be able to describe the key features of the concept and to list potential concerns surrounding the concept.

### 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 projects
- Build on prior knowledge and experience of students to enhance richness of class activities

### Information Resources for this Course

#### Textbook

Schneider, Gary. Electronic Commerce, 10<sup>th</sup> edition. Course Technology, 2012. ISBN-13: 978-1133526827

#### Other Materials

None

#### Drawing tools

None

#### 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

Week 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 1A	Introduction to electronic commerce (ch1)	4				
HW 1A	Read chapters 1-3 (130 pages). Evaluated in HW1B			13		
HW 1B	Chapter case study			3	50	Week 2
Total Week 1		4	0	16	50	
Week 2						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Selling on the Web (ch3)	4				
QUIZ 2A	Chapters 1-3				40	
IC EX 2A	Chapter 1 group exercise			2.5		Week 3
HW 2A	Read chapter 4 (43 pages). Evaluated HW2B			4.3		
HW 2B	Chapter case study			4.5	30	Week 3
Total Week 2		4	0	11.3	70	
Week 3						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Marketing on the Web (ch4)	4				
QUIZ 3A	Chapter 4				20	
IC EX 3A	Chapter 2 group exercise			2		
HW 3A	Read chapter 5 (35 pages). Evaluated in HW3B			3.5		
HW3B	Chapter case study			4.5	30	Week 4
Total Week 3		4	0	10	50	
Week 4						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Business to business strategies (ch5)	4				
QUIZ 4A	Chapter 5				20	
IC 4A	Chapter 3 group exercise					
HW 4A	Read chapter 6 (30 pages). Evaluated in HW 4B			3		
HW 4B	Chapter case study			4	30	Week 5
Total Week 4		4	0	7	50	

**Week 5**

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Discussion	2				
Exam 5A	Midterm exam	1			100	
IC EX 5A	Assign final presentation topics	1				
IC EX 5B	Chapter 4 group exercise			2		
HW 5A	Final project preparation, part 1. Evaluated in final presentation			1		Week 9
Total Week 5		4	0	3	100	

**Week 6**

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Online auctions, virtual communities, and Web portals (ch6)	4				
QUIZ 6A	Chapter 6					
IC EX 6A	Chapter 5 group exercise			3	20	Week 7
HW 6A	Read chapters 7 (46 pages). Evaluated in HW6B			4		
HW 6B	Chapter case study			4.5	30	Week 7
HW 6D	Final presentation preparation, part 2. Evaluated in final presentation			1.5		Week 9
Total Week 6		4	0	13	50	

**Week 7**

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	The environment of electronic commerce: legal, ethical and tax issues (ch7)	4				
QUIZ 7A	Chapter 7				20	
IC EX 7A	Chapter 6 questions					
HW 7A	Read chapter 10 (45 pages). Evaluated in HW7B			4.5		
HW 7B	Chapter case study			4.5	30	Week 7
HW 7C	Final presentation preparation, part 3. Evaluated in final presentation			3		Week 9
Total Week 7		4	0	12	50	

**Week 8**

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Security for electronic commerce (ch10)	4				
QUIZ 8A	Chapter 10				20	
IC EX 8A	Chapter 7 group exercise					
HW 8A	Read chapter 11 (25 pages). Evaluated in HW 8B					
HW 8B	Chapter case study			3	30	Week 9
HW 8C	Final presentation preparation, part 4. Evaluated in final presentation			2		Week 9
Total Week 8		4	0	5	50	

Week 9						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Payment systems for electronic commerce (ch11)/Discussion	1				
LEC 9B	Final presentations, group1,2	3			200	In class
HW 9A	Chapter 11 case study 2			4.5	50	Week 10
Total Week 9		4	0	4.5	250	
Week 10						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Final presentations, group 3,4	3			200	
Exam 10A	Final exam	1			100	In class
Total Week 10		4	0	0	300	

## Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Intro to ecommerce	4	0	16
2	Selling on the web	4	0	11.3
3	Marketing on the web	4	0	10
4	Business to business strategies	4	0	7
5	Midterm	4	0	3
6	Auctions, virtual communities, web portals	4	0	13
7	Legal matters, taxes	4	0	12
8	Security	4	0	5
9	Payment systems	4	0	4.5
10	Final	4	0	0
Total		40	0	81.8

## Table/Point Breakdown

Week	Assignment Type	Possible Points	Percent of Grade
1-10	Graded homework	550	55%
5	Midterm	100	10%
10	Final	100	10%
10	Final presentation	250	25%
Total		1000	100%

## 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:

## Grading Structure

The following table lists the Coleman University grading structure. All grades listed will count as units attempted.

For each unit in which the student is enrolled, he or she will receive quality points as follows:

Letter Grade	Percentage	Grade Points
A	94% - 100%	4.00
A-	90% - 93%	3.67
B+	87% - 89%	3.33
B	84% - 86%	3.00
B-	80% - 83%	2.67
C+	77% - 79%	2.33
C	74% - 76%	2.00
C-	70% - 73%	1.67
D+	67% - 69%	1.33
D	64% - 66%	1.00
D-	60% - 63%	0.67
F	0% - 59%	0.00
I	N/A	0.00
W	N/A	0.00
CR	70% or above	0.00
NC	69% or below	0.00
AU	N/A	0.00
TR	N/A	0.00
WV	N/A	0.00

Note: I = Incomplete, W = Withdraw, CR = Credit, NC = No Credit, AU= Audit, TR= Transfer, WV= Course Waiver

## Requirements

**Assignments:** All assignments (including projects, lab work, quizzes and exams) must be completed as scheduled. The following will apply to late assignments:

- 1-24 hours after due date = 20% off point value
- 25-48 hours after due date = 60% off point value
- 49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

**Attendance:** Classes begin and end as indicated in the published schedule. It is required that students be present at the beginning of each class session and stay until class is dismissed, including lab periods. Excessive tardiness, leaving early and/or absences (from either lecture or lab sessions) are causes for dismissal from the course. A student that arrives in class beyond 30 minutes late may be considered absent. A student that leaves over 30 minutes before the end of class may also be considered absent. Excused absences will be determined by the instructors and approved by the Dean of Academics & Director of Student Services. Students may be removed from the course(s) based on the following absence guidelines:

*4 Unit Course* – Allowed 2 absences per 10-week MOD (3<sup>rd</sup> absence may be excused by DOA & DOSS)

*5 Unit Course* – Allowed 2 absences per 5-week MOD (3<sup>rd</sup> absence may be excused by DOA & DOSS)

*8 Unit Course* – Allowed 5 absences per 10-week MOD (6<sup>th</sup> absence may be excused by DOA & DOSS)

**Conduct:** Students are expected to conduct themselves in a professional manner while on campus. Rules of conduct are outlined in the University Catalog and students are required to adhere to such policies. Students who are in violation of the Student Code of Conduct Policy can be suspended.

## **Coleman University Policy on Academic Dishonesty:**

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information cannot be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

## **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, Ariana Marron, at 858-966-3953 or via email at [ada@coleman.edu](mailto: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.