E-COMMERCE AND E-BUSINESS PRINCIPLES AND TECHNOLOGIES

Nim Dvir

SYLLABUS

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1 COURSE INFORMATION

Session: INF496 - Intermediate Special Topics in Informatics
Dates: July 9-August 17 (6 weeks)
Location and time: Fully online (in Blackboard)
Credits: 3
Prerequisites: Junior or senior standing
Instructor: Nim Dvir, ndvir@albany.edu
Read more about me on my university web page -- albany.edu/~nd115232/
Contact: Important -- When emailing, please add [INF496] at the beginning of the subject to ensure a prompt reply.

2 COURSE DESCRIPTION

This course is an introduction to e-commerce and e-business, addressing the strategic aspects of conducting business online and the supportive technologies that make e-business work. The course reviews the technical infrastructure, business impact and market considerations surrounding the analysis and implementation of e-business. Students are exposed to a variety of resources, including relevant industry publications, demonstrations of existing e-businesses, and guest lectures from industry professionals.

During the course you will:
•   Explore innovative business models that take advantage of the latest technologies.

- Analyze how successful e-commerce leverage technology and business strategy to gain a competitive advantage in the market.
- Study marketing concepts such as value proposition of online advertising, campaign setup and management, measurement and optimization.
- Develop a business proposal for an original e-business.
- Receive a Google AdWords certification, a professional accreditation by Google that recognizes individuals as experts in online advertising.

To maximize the value for the students, the course focuses on: (1) Job market preparation (2) Real-world applications and industry integration (3) Variety of resources, topics and experiences.

3 READINGS AND REQUIRED MATERIALS

In this course there are no textbooks or purchased readings. Instead, Course materials are primarily based on:

1. **Weekly lectures slides (and videos)** - All slides will be posted on Blackboard before the start date of the relevant course module. Videos and guest speakers' lectures are also considered class material.
2. **Assigned Readings –** For each module, you will be assigned required and recommended online articles. They are all available for free. The assigned reading will be listed on the module cover page and in the lecture slides. For example [1]–[5]

4 ASSIGNMENTS AND GRADING

The course deliverables include weekly reading assessment tests (RATs), assignments (including mid-course project and a final project) and completion of the Google AdWords certification.

All Assignments must be submitted through Blackboard by the end of each module (midnight) or by the listed due date. **All the assignments' requirements and instructions will be thoroughly reviewed in the lecture slides.** Final due dates will also be listed on the course slides. Below is a short breakdown:

Assignment	Points	Due dates
Reading assessment tests (every week) Weekly online quizzes covering the material on the slides and the assigned readings	**30** (5*6)	End of every module
Weekly assignments	**60**	
1. Meet your peers	5	Part A – 7/12 (personal Introduction) Part B – 7/15

		(commenting on other posts)
2. Business analysis proposal	5	Part A – 7/19 Proposal of an existing E-commerce business for analysis Part B – 7/22 Reviewing other proposals
3. **<u>Mid-course project: e-business analysis</u>** students will take the role of business consultants and analyze an existing e-business. The analysis should highlight current issues and provide recommendations for future activities.	**20**	7/29
4. Original e-Business proposal (pitch)	5	Part A – 8/2 Part B – 8/5
5. Peer evaluations of other classmates' projects (SWOT analysis)	5	8/12
6. **<u>Final project: E-Business development plan</u>** students will develop a plan for a new e-commerce business. They will create an initial investor pitch (assignment #4) and a written business proposal (maximum 10 double-spaced pages). The business plan will integrate all the topics covered in the course including market analysis, business strategy, technological implementation (which technologies will be used and how they will contribute to success), content strategy, marketing plan, measurement tools and more.	**20**	8/17
Google AdWords certification For more information: https://support.google.com/partners/answer/3154326?hl=en	**10**	8/17
Bonus and participation I will offer up to 10 bonus points for students who wish to improve their final grade. Some ways to earn bonus points: An amazing final project, active participation in the online discussions, creating tutorials on cutting-edge e-commerce tools and techniques; And anything else that exceeds the scope of the	**10**	All throughout the semester

course. Original ideas are very welcome, but make sure to approve it with me.		
Total possible points	**110**	

A-E GRADING:

93 – 100%	A	77 – 79%	C+	60 – 62%	D-
90 – 92%	A-	73 – 76%	C	0 – 59%	E
87 – 89%	B+	70 – 72%	C-		
83 – 86%	B	67 – 69%	D+		
80 – 82%	B-	63 – 66%	D		

REFERENCES

[1] R. Gafni and N. Dvir, "How content volume on landing pages influences consumer behavior: empirical evidence," in *Proceedings of the Informing Science and Information Technology Education Conference, La Verne, California*, Santa Rosa, CA, 2018, pp. 035–053 [Online]. Available: https://www.informingscience.org/Publications/4016. [Accessed: 02-Jun-2018]

[2] N. Dvir, "What is user engagement? An interdisciplinary perspective on users' interaction with information technology," *Zenodo*, Feb. 2019 [Online]. Available: https://zenodo.org/record/2577620. [Accessed: 26-Feb-2019]

[3] N. Dvir and R. Gafni, "When less is more: Empirical study of the relation between consumer behavior and information sharing on commercial landing pages," *InformingSciJ*, vol. 21, pp. 019--039, 2018.

[4] N. Dvir, "Sticky words: Evaluation and optimization of information interactions based on linguistic analysis," in *Proceedings of the 81st Annual Meeting of the Association for Information Science and Technology (ASIS&T)*, Vancouver, Canada, 2018, vol. 81, pp. 797–798 [Online]. Available: https://www.asist.org/wp-content/uploads/2018/12/Final-81st-Annual-Meeting-Proceedings.pdf#page=821

[5] N. Dvir, "The influence of gender on consumer behavior and decision making in online and mobile learning environments," 2015.