

ELC 200

Introduction to eCommerce



Date: January 18, 2006
Division: Natural and Behavioral Sciences
Number of Credits: 3
Location: Nadeau 105
Meeting Times: 12:30-1:50 PM MR



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Course Description

Prerequisites Cos 103, Bus 211 and Eng 100. An interdisciplinary exploration of the essential components of eCommerce; how it is being conducted and managed as well as assessing the major opportunities, limitations, issues and risks. Students will learn how to plan, design, and evaluate web sites, how to launch an eBusiness from scratch, what technology is needed for developing eCommerce, how to market products, what ethical and legal factors to consider, and how to ensure security and integrity of data through various methods and technologies. Additionally, students will gain exposure to the managerial and organizational implications of eCommerce and the relationships that must be maintained between a business and the technology drivers of eCommerce. 3 credit hours.

Instructor

Instructor	Tony Gauvin	E-mail	TonyG@maine.edu
Phone	(207) 834-7519	Office Hours	2 -3:30 PM MR 9:30-11 AM TF Or by appointment
Office	216 Nadeau Hall		

Text

Introduction to E-Commerce

Author: Efraim Turban, David King

Publisher: Prentice Hall

ISBN #: 0130094056

This course is using a value pack ISBN: 0131076256 which includes the following CD;
Mastering Business Essentials: Universal Edition, Version 1.0 by Active Learning Technologies

Instructor handouts

Required Materials

Two 100MB Zip Disc (available at Campus Book Store) or any other digital media storage device

Goals and Objectives

Upon successful completion of course requirements, ELC 200 students will understand the life cycle phases of eCommerce and be able to provide comprehensive analysis of an existing eCommerce initiative. The students will understand what technologies are available to build an eCommerce initiative and be able to correctly determine what technology should be used. Students will also be able to contemplate, create and articulate a framework for a new eCommerce initiative.

Requirements

Students will be required to demonstrate their knowledge of the eCommerce fundamentals through examinations, assignments, and the creation of an eBusiness plan for a new eCommerce initiative. Students will also be required to share with their classmates and the instructor their ideas for an eCommerce initiative.

Other Resources

WebCT

<http://webct.umfk.maine.edu>

Instructor's Web Site

<http://perleybrook.umfk.maine.edu/>

Text Book Web Site

<http://myphilip.pearsoncmg.com/student/mpbookhome.cfm?vbookid=377&vrf=281>

E-Business Plan Tutorial

http://myphiliputil.pearsoncmg.com/student/bp_turban_introec_1/TutIntro.html

Mastering Business with CanGo

<http://myphilip2.pearsoncmg.com/masteringbusiness/>

Method of Instruction

Lectures, demonstrations and interactive computer simulations covering the above listed material will be further supplemented with in class discussion of instructor and student supplied additional materials. Lectures will provide general conceptual overviews of each component of eCommerce. Project assignments will be (to the greatest extent possible) tailored to the participants' needs. Materials from outside sources will be used for added emphasis. All information and material presented in class and through assigned readings are to be considered fair game in any exam.

Method of Evaluation

The examinations will be comprised of questions that test the student's knowledge of the concepts along with their ability to apply those concepts to real-world eCommerce issues. The eBusiness Plan will be graded on content, form, presentation, the perceived viability of the eCommerce initiative and the ability of the student to conduct independent, in-depth research. Assignments will be required to demonstrate understanding of the concepts being discussed. Students will be expected to participate and collaborate with their classmates and the course instructor. Attendance at all classes without participation does not warrant a full 10% in the over-all course grade.

Course Grade Calculation

Quizzes (4 @ 9% each)	36%
Assignments (8 @ 4% each)	32%
EBusiness Plan	22%
Attendance/Participation	<u>10%</u>
	100%

Grading Scale

A	90 - 100 %
B	80 - 89 %
C	70 - 79 %
D	60 - 69 %
F	0 - 59 %

At his/her discretion, the instructor may add a "plus" to a student's grade score to indicate superior achievement within the scope of the assigned grade. No "minus" grades will be given.

Course Schedule

Class Date	Subject	Required Reading	Notes
Jan 19	Course Introduction; Changing face of Ecommerce		
Jan 23 & 26	Overview Of eCommerce	Chap 1	Assignment #1
Jan 30 & Feb 2	eCommerce Market Mechanisms	Chap 2	
Feb 6 & 9	Retailing in E-Commerce: Products and Services	Chap 3	Assignment #2
Feb 13 & 16	Consumer Behavior, Customer Service, and Advertising	Chap 4	Assignment #3
Feb 20 & 23	Company-Centric B2B and Collaborative Commerce	Chap 5	Assignment #4
Feb 27 & Mar 2	Writing an EBusiness Plan	Online Tutorial	
Mar 6-17	Spring Break		
Mar 20 & 23	Public B2B Exchanges	Chap 6	Assignment #5
Mar 27 & 30	Intrabusiness, E-Government, C2C, E-Learning, and More	Chap 7	
Apr 3 & 6	Mobile Commerce	Chap 8	Assignment #6
Apr 10 & 13	Law, Ethics, and Cyber Crime	Chap 9	
Apr 17 & 20	Payments and Order Fulfillment	Chap 10	Assignment #7
Apr 24 & 27	E-Strategy, Internet Communities, and Global EC	Chap 11	Assignment #8
May 1 & 4	Building E-Commerce Application and Infrastructure	Online Chap 12	
May 8 @ 8 AM	EBiz Plan Presentations		

Examination Dates

(Subject to change)

Date	Subject	Type
Feb 13	Chaps 1-3	M/C and Short Essays
Mar 27	Chaps 4-6	M/C and Short Essays
Apr 17	Chaps 7-9	M/C and Short Essays
May 4	Chaps 10-12	M/C and Short Essays

Absence Policy

As participation is considered essential to a successful educational experience, students may register at most two unexcused class absences before being considered dropped from the course. Excused absences are those for which prior arrangements have been made with the instructor or extenuating circumstances can be clearly documented. Please check with the instructor and make arrangements prior to any planned absences. There will be no makeup exams, students must instead make arrangements with the instructor to take the exam prior to the planned absence or forfeit the opportunity to complete it. Students failing to maintain a passing grade at any point during the semester may be involuntarily dropped from the course through an instructor-initiated withdrawal process. Overall, it is essential to keep the instructor informed of your progress as well as any difficulties you may be experiencing.

Special Notes

Any student who qualifies for accommodations based on the impact of a disability should contact Academic & Counseling Services during the first two weeks of class at 207-834-7530 Room 107 Cyr Hall. Academic & Counseling Services will coordinate reasonable accommodations for students with documented disabilities.

A student's work should be their own. Collaboration between students is encouraged, but the work products delivered for grading should reflect the individual student's efforts. Students who produce nearly identical work products will receive a grade of zero. The creation of student study groups is strongly encouraged.

Students who plagiarize published works will receive a score of zero on the plagiarized work upon the first offense. A subsequent offense will warrant failure of the entire course.

WebCT will be used to keep students apprised of their progress and as a communication forum for instructor/student and student/student interactions. Its use is mandatory for all students.

Students **must** record on **all** submitted materials their **name, instructor name(s), course and assignment number**, and **date** of submission. Students are encouraged to retain for their record a personal copy of **all** submitted materials.

Students are encouraged to regularly submit during non-class hours constructive suggestions regarding delivery of the course.

The instructor(s) reserve(s) the right to make necessary changes to the syllabus in light of any circumstances occurring during the delivery of the course provided such changes are announced in class.

Students are required to observe appropriate error prevention techniques throughout the semester. For example, students must frequently save their work to disk to prevent loss. Loss due to power fluctuations, illegal instructions, viruses, or any other reason beyond the instructors' control will not constitute adequate reason for accommodations.

Assignments are due no later than the beginning of the class on the date assigned. Assignments submitted beyond the due date will receive a **twenty-point** reduction per day. Assignments submitted on the correct day but beyond the required time will receive a **ten-point** deduction.