

ELC 200

Introduction to eCommerce



Date: August 20, 2007
Division: Natural and Behavioral Sciences
Number of Credits: 3
Location: Nadeau 109
Meeting Times: 11:00 AM -12:20 PM MR



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Course Description

Prerequisites Cos 103, Bus 211 and Eng 100. Explores the key life cycle phases of an eCommerce initiative. 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	2:00 - 3:20 PM MWR 3:30 - 4:30 PM TF Or by appointment
Office	216 Nadeau Hall		

Text

Electronic Commerce: From Vision to Fulfillment 3^e

Author: Elias M. Awad

Publisher: Prentice Hall

ISBN #: 0-13-173521-7

Instructor Handouts

Required Materials

Digital storage media

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 a framework 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

Blackboard

<http://www.courses.maine.edu/>

Instructor's Web Site

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

Text Book Web Site

<http://myphlip.pearsoncmg.com/cw/mpbookhome.cfm?vbookid=601>

Method of Instruction

Lectures and demonstrations 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 eCommerce Initiative Framework 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 while in the classroom. Pre-professional grading will be based on adherence to the mutually agreed upon contract on classroom behavior.

Course Grade Calculation

Quizzes (4 @ 10% each)	40%
Assignments (8 @ 4% each)	32%
ECommerce Initiative Framework Paper	18%
Pre-professional Conduct (see Contract on Classroom Behavior)	<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 Prior to Class	Notes
Sep 6 & 11	Introductions, The Dawn of a Maturing Industry	Chap 1	Assignment #1
Sep 13 & 18	The Internet and the WWW, Internet Architecture	Chap 2 & 3	Assignment #2
Sep 20	Intranets and Extranets	Chap 4	
Sep 24			Quiz # 1
Sep 27 No class on this day, Instructor will be at a conference			
Oct 1 & 4	Hosting Your Web Site, Mobile Commerce	Chap 5 & 6	Assignment #3

Oct 9 Fall Break			
Oct 11 & 15	Building ePresence	Chap 7	Quiz #2
Oct 18 & 22	Web Site Evaluation and Usability Testing	Chap 8	
Oct 25 & 29	Internet Marketing	Chap 9	Assignment #5
Nov 1 & 5	Web Portals and Web Services	Chap 10	
Nov 8 & 12	B2B eCommerce, eCore Values: Legal, Ethical and International Issues	Chap 11 & 12	Assignment #6
Nov 15 & 19	Going on Line	Chap 16	Quiz # 3
Nov 22 Thanksgiving Break			
Nov 26 & 29	eSecurity and the USA Patriot Act	Chap 13	Assignment # 7
Dec 3 & 6	Encryption: A Matter of Trust	Chap 14	
Dec 10 & 13	Getting the Money	Chap 15	Assignment # 8 Quiz #4
Dec 18 @ 10 AM	Finals week Presentation of eCommerce Initiative		

Examination Dates

(Subject to change)

Date	Subject	Type
Sep 24	Foundations of eCommerce (Chaps 1-2)	M/C and Short Essays
Oct 11	Technology of eCommerce (Chaps 3-6)	M/C and Short Essays
Nov 19	E-Strategies and Tactics (Chaps 7-12)	M/C and Short Essays
Dec 13	Security Threats and Payment Systems (Chaps 13-15) Managerial and Customer Related Issues (Chap 16)	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 involuntarily dropped from the course through an instructor-initiated withdrawal process. Excused absences are those for which prior arrangements have been made with the instructor or extenuating circumstances can be clearly documented within 48

hours of the end of the absence. Please check with the instructor and make arrangements prior to any planned absences. Prior notification is insufficient to qualify as an excused absence, the student must demonstrate that the absence is educational or professional in nature and will have minimal impact on the student's performance in the class. Student athletes will be excused from classes IAW with UMFK procedure. There will be no extensions granted on assignment due dates unless the student can document that an extension is warranted based on an unforeseen event. There will be no makeup exams for planned absences, students must instead make arrangements with the instructor to take the exam prior to the planned absence or forfeit the opportunity to complete it. Makeup exams may be given for unforeseen events. Examples of unforeseen events could be a sudden death in the family, illness, injury or a natural disaster.

Special Notes

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.

It is policy of all universities of the University of Maine System to help qualified students with disabilities achieve their individual educational goals. In compliance with state and federal laws, the University provides reasonable accommodations, upon request and documentation, to qualified students with disabilities. Our goal is to balance on a case-by-case basis the specific needs of each student with the programmatic integrity, administrative resources and financial limitations of each University. 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 207-834-7531 Room 107 Cyr Hall. Academic & Counseling Services will coordinate reasonable accommodations for students with documented disabilities.

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.

Students are having difficulty with the course concepts and skills should first seek assistance from the course instructor. The course instructor will attempt to find additional resources to assist student learning. Seeking assistance from fellow students is not encouraged unless that student has been designated as a subject matter tutor by the Academic and Counseling Service (834-7530) or vetted by the course instructor as capable of tutoring for this course. Overall, it is essential to keep the instructor informed of your progress as well as any difficulties you may be experiencing.

Students are expected to maintain the highest standards of academic integrity. Behavior that violates these standards is not acceptable. Examples are the use of unauthorized material, communication with fellow students during an examination,

attempting to benefit from the work of another student and similar behavior that defeats the intent of an examination or other class work. Cheating on examinations, plagiarism, improper acknowledgment of sources in essays, and the use of a single essay or paper in more than one course without permission are considered very serious offenses and shall be grounds for disciplinary action as outlined in the current UMFK Catalog. Students who produce nearly identical work products for grading will be suspect of violation of the UMFK Student Integrity Policy.

Students agree by taking this course that all required papers may be subject to submission for textual similarity to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com website.

Reference: http://www.selu.edu/admin/provost/documents/syllabi_statements.pdf

Students who plagiarize published works or violate the academic integrity policy will receive a score of zero upon the first offense. A subsequent offense in the same will warrant failure of the entire course. Multiple offenses across more than one class will be referred to the Judicial Review Committee with a recommendation from the instructor of student dismissal from the University.

Blackboard 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.

Free discussion, inquiry, and expression are encouraged in this class. Classroom behavior that interferes with either (a) the instructor's ability to conduct the class or (b) the ability of students to benefit from the instruction is not acceptable. Examples may include routinely entering class late or departing early; use of beepers, cellular telephones, or other electronic devices; repeatedly talking in class without being recognized; talking while others are speaking; or arguing in a way that is perceived as "crossing the civility line." In the event of a situation where a student legitimately needs to carry a beeper/cellular telephone to class, prior notice and approval of the instructor is required. Appropriate and inappropriate behavior will be defined for this class in a collaborative exercise on the first day of class. The results of the collaborative exercise will be documented in a Contract for Classroom Behavior ratified by both the instructor and each individual student.

Classroom behavior which is deemed inappropriate and cannot be resolved by the student and the faculty member may be referred to the Director of Student Affairs. In turn, depending on the nature of the situation, the information may be forwarded to the Judicial Review Committee for administrative or disciplinary review as per the Code of Student Conduct, which may be found in the student handbook at <http://www.umfk.maine.edu/current/>.

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 to the Instructor of the course.

Students are required to observe appropriate error prevention techniques throughout the semester. For example, students must frequently save their work to alternate digital media (flash drives are highly recommended) 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.

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 and documented in class presentations.

Guidelines to creating an E-Commerce Initiative Framework

The Problem

Think of an E-Commerce Initiative you would like to create. This could be a new company, a web site or a new way for an existing company to use E-Commerce. Your imagination is the your only boundary. In order to insure your idea has viability, begin the process of strategizing your initiative by answering the ten questions listed below.

1. Who will buy the product?
2. How familiar the business is with the Internet?
3. Is the business planning to be short-term or a long-term?
4. Who are the competitors?
5. How visual appealing will the product(s) be?
6. How will the business present the product offers?
7. How will one manage and process transactions?
8. How will the product be shipped?
9. How will the business handle unexpected change?
10. How will you handle CRM?

If you determine your initiative has viability, proceed with the planning phase of the Life Cycle approach for an E-Commerce Initiative.

The Organization of Your Paper

Your paper should be divided into 8 sections. The first section should be an Introduction where you discuss the following:

- What is your E-Commerce initiative?
- Why you picked this particular idea.
- Why the reader should be excited about your idea.

The next 6 Sections will be your approach to fulfilling all the objectives listed in the text in Chapter 16 for the 6 life cycle phases of an E-Commerce Initiative.

1. Business planning
2. Technology infrastructure
3. Design
4. Marketing
5. Fulfillment
6. Maintenance/enhancement

The last section is the conclusion of the paper. This conclusion should contain a SWOT analysis of your initiative. SWOT stands for strengths, weaknesses, opportunity and threats. SWOT provides a good framework for self-analysis and often is a good predictor of success. To help you do a SWOT analysis, use the following sample questions as a guideline. Based on your SWOT analysis, convince the reader of the viability of your initiative.

STRENGTHS (Define areas you excel in)

- What will your initiative do better than others?
- What are your core competencies (things you are good at)?
- Do you have a clear strategic direction?
- What resources do you have that competitors may not have?

WEAKNESSES (Evaluate your liabilities)

- Where are you weak in relation to your competitors?
- What skills and resources are you lacking?
- What needs to be improved in your initiative?
- Why were not able to improve the weaknesses you discovered?

OPPORTUNITIES (Analyze your customers and market potential)

- Identify favorable market conditions

Identify emerging technologies in support of your initiative

Identify changes in legislation and public policy that will have a supporting effect on your initiative

THREATS (Analyze potential challenges)

What are your obstacles?

What are your competitors doing?

Identify changes in legislation and public policy that will have an adverse effect on your initiative.

Format of the paper

- 1) Title page
 - a) Title of paper
 - b) Your name(s)
 - c) Date
 - d) Class
 - e) Instructor's name
- 2) Table of Contents
 - a) Identify the location of the parts of your paper
- 3) Sections 1-8
 - a) Title of the 8 Sections (i.e. Introduction, Business Planning ... Conclusion)
 - i) 14 Point Bold Type Face
 - b) Narrative
 - i) 12 point type face
 - ii) 1" right and left margins
 - iii) 1" header and footers
 - iv) Sources properly documented via footnotes
 - v) Double spaced
- 4) Length of Paper (Excluding Title Page and Table of Contents) should be at least 8 pages but not to exceed 20 pages.

Presentation

All students will be required to give a public presentation of their initiative paper in class using a PowerPoint presentation. This presentation will be given in the class period assigned for the final exam. The presentation is to be 5 to 10 minutes in length and should cover the major points of the paper. The purpose of the presentation is to convince the audience of the viability of your E-Commerce initiative.

Group Work

Students can work in groups of two people or individually in the creation of a unique E-commerce initiative framework paper. In the case of two people working on one paper the expectations is that the paper will be at least 16 pages long exclusive of the Title page and TOC. The public presentation should be 10 -20 minutes and both students will participate in giving the presentation. Both students will be given an identical grade. The creation of larger student groups to explore ideas, review and critique each others work and provide assistance to each other is strongly encouraged.

Evaluation of the E-Commerce Framework

The following scale will be used to evaluate the paper and presentation.

Paper 80%		
Perceived viability of the initiative	20%	
Originality	10%	
Adherence to desired format	10%	
Clarity	15%	
Succinctness		15%
Creativity	10%	
Presentation 20%		
PowerPoint	10%	
Oral effectiveness	5%	
Perceived enthusiasm for initiative	5%	