

**Lorain County Community College
Business Division**

**INTRODUCTION TO E-COMMERCE, BADM171
Fall 2009**

TEXT & READING MATERIAL

1. Required: *E-commerce: Business, Technology, Society*, **FIFTH** Edition by Kenneth C. Loudon, Prentice-Hall, ISBN 978-013600166.
2. Supplementary materials will be given throughout the course. Other reading assignments will be obtained from on-line sources.

COURSE CATALOG DESCRIPTION

An introduction to electronic commerce (ECom), which is DIGITALLY ENABLED COMMERCIAL AND CHARITABLE TRANSACTIONS BETWEEN AND AMONG INDIVIDUALS AND ORGANIZATIONS. Topics include merchandising and logistics of E-commerce, information and services, electronically, with attention given to the economic, legal, and political environments.

SYNOPSIS OF SUGGESTED COURSE OUTCOMES

The student shall be able to:

- Define E-commerce and its roles in marketing strategy; business in general and society in general. Be able to discuss various channels and mediums that are a part of e-commerce.
- Discuss the integration of e-commerce into the parties who interface with it.
- Be able to use and define the terms used by e-commerce professionals including technical and marketing terms.
- Discuss the development and current place in business and society of the internet. Be able to navigate the Internet through the use of search engines.
- Explain basic Internet architecture...how it works and what it is. Discuss the basic standards for information transfer and network hardware and software.
- Distinguish between Internet extranets and intranets. Discuss the architecture and design considerations of intranets and Extranets.
- Discuss the basics of web management including portal technology and design.
- Discuss the advantages and disadvantages of various ISPs. Be able to defend a choice of an ISP for a specific purpose.
- Define M-Commerce, and discuss its present and potential impact upon marketing and the growth of the World Wide Web.
- Discuss the factors that should be considered to build a website. Be able to discuss building a website from the position of a person in marketing, finance, computer design, security compliance, web page design.
- Explain why website evaluation and usability must be surveyed and tested. Be able to explain the process and the importance of each step.
- Discuss Internet marketing, considering factors that include site promotion, marketing options, customer tracking and customer service. Distinguish the options available for marketing business to consumer versus business to business in the various e-commerce interface parties.
- Be able to identify and discuss legal and ethical Internet issues.
- Explain the various threats to Internet and website security. Explain the various means of protecting a web site from hackers and authorized user damage.
- Discuss the transfer of cash and credit online.

- Be able to put it all together. If given information about a product and the organization that developed it, be able to explain how you would strategically place the product in e-commerce.

TOPICAL OUTLINE: (COMMON CORE TOPICS)

The Class will be divided into five segments:

- 1) Foundations of E-commerce
- 2) E-Commerce business models
- 3) E-commerce infrastructure and technology
- 4) Online Security and Payment Systems
- 5) E-commerce Marketing concepts & Applications

ASSIGNMENTS

All assignments must be typed, double space, using 12 pt. font size and standard margins. The preferred font type is Times Roman and it should be formatted to Microsoft Word. All assignments must be submitted by e-mail at the start of class on assigned due dates. Late assignments will only receive 50% of earned credit.

PERFORMANCE EXPECTATION

The students' grade will be based upon performance on homework, mid-terms and final examinations, the e-commerce project, as well as the instructor's evaluation of in class participation. It is imperative that you thoroughly read through the chapter and comprehend any assigned reading materials or case studies before coming to class. **This is a business class so the expectation will be professional conduct during class. Disruptive behavior of any kind will not be tolerated and will result in expulsion from the class.**

EXAMINATION POLICY

All exams must be taken as scheduled on the assigned dates. If you cannot take the exam on the scheduled date, you must contact the professor *prior* to the exam with the reason for missing the exam. Failure to contact the instructor prior to the exam date will result in an F on that exam. If the exam is the final exam, that student will receive an F in the course. Make up exams will be given only with an appropriate excuse and at the discretion of the professor.

ATTENDANCE/MAKE-UP POLICY

Everyone should take class meetings as professional commitment. Attendance will be recorded in every class. Please contact me in advance if you plan to miss more than two classes during the semester. Regular attendance will be used to the student's benefit in borderline grade cases.

BEEPERS/PAGERS/CELL PHONES

Please turn off all beepers, pagers and cell phones prior to coming to class. NOTE: VIBRATION MODE IS NOT 'OFF'. In the event of a legitimate emergency (e.g. pregnancy, child illness etc.) you may use a beeper, pager or phone with advance permission from the instructor. Sending text messages is not permitted as it annoys and distracts students and the instructor. No electronic devices of any kind will be permitted in class on the day of an exam.

E-COMMERCE STRATEGY PROJECT

Each student will prepare a five pages, typed, 12 point font e-commerce strategy project. The project will identify and critically examine an existing corporation's use of e-commerce. The student will prepare the presentation from the perspective of use of all networks' purposes; means to achieve that purpose; target audience; methods of segmenting the market using search engines; usability of the website or IVR system; competitor e-com programs, and the legal and ethical considerations the corporation management should consider. This project is designed so that students can demonstrate their understanding of critical course content. Your project must not exceed five typed pages in typed length, although exhibits including printouts of the website pages and competitor websites and other clip art are not included in that pagination. Late projects will not be accepted under any circumstances. **Project due date: Before Class Monday November 30, 2009**

PLAGIARISM

Students are expected to do their own work. Plagiarism of any kind will result in failure of the projects/test submitted. Additional penalties for plagiarism may include failure of the entire course. The college defines plagiarism as follows:

Plagiarism of any kind: to steal or pass off as one's own ideas, writings, sources of another without giving direct and complete credit; to commit literary theft; to present as new and original ideas, phrases, photos, sentences or products of any length derived from an existing source without citing the quotations as such and listing the complete source; recording any lectures on audio or video tape without instructor's permission; failure to comply with posted college laboratory and facility policies as well as posted programmatic policies.

INCOMPLETE POLICY

No incomplete grade may be issued without a contract between the student and the professor. All incomplete contracts must be signed by the student, professor, and division director before grades are submitted. The contract will specifically define **how** and **when** the student will meet the course requirements. Incomplete grades are only RARELY granted for extraordinary circumstances.

RETENTION OF STUDENT WORK FOR PORTFOLIOS

For pedagogical purposes, the professor reserves the right to retain either the original or photocopy of any student's test, written assignment, paper, or similar work submitted for this course. Students' names will be deleted from any retained items.

TURNING IN HOME WORK

All homework must be turned in before class for 100% credit.

IN-CLASS USE OF LABORATORY COMPUTERS

In-class computers are a learning tool for use by the instructor to illustrate e-commerce concepts. Students are welcome to use the computers for personal web searches either before or after class. However, in-class student use of computers must be restricted to use as directed by the instructor. In-class participation grades will suffer from personal use of computers during class.

GRADING

Final grades will be earned as follows:

Description	Percentage	Points		Percentage	Total Points	Letter Grades
E-commerce Strategy Project	20%	120		90-100	540	A
Midterm 1	20%	120		80 – 89	480-539	B
Midterm 2	20%	120		70 -79	420-479	C
Final examination	30%	180		60 –69	360-419	D
In class participation/cases	10%	60		Below 60	<359	F
Total Points	100%	600				
Case studies will be factored into in class participation						

TENTATIVE CLASS SCHEDULE

CLASS DATE	TOPIC	READING FOR NEXT CLASS	HOMEWORK DUE BEFORE NEXT CLASS
8/19	What is E-Commerce		
8/24	What is E-Commerce	CHAPTER 1.1 – 1.5,2.1,2.2,2.3	CASE STUDY 1.4, P2P Networks
8/26	E- Com Business Models, B2C, B2B	CHAPTER 2.1, 2.2, 2.3	
8/31	E- Com Business Models, B2C, B2B	CHAPTER 2.4, 2.5, 2.6, 2.7	
9/2	E-Com Business Models, planning for change	3.1, 3.2	CASE STUDY 2.6, PRICELINE
9/7	Labor day	Take the day off	
9/9	History of the Internet, Internet today	3.3, 3.4,3.5,	
9/14	Web Architecture & management tools	3.7	

9/16	Building a website	Chapter 4.1, 4.2, 4.3	
9/21	Choosing a server & hardware	Chapter 4.4, 4.5, 4.6	WARNING MIDTERM
9/23	MIDTERM EXAM 1 ON CH 1 -- 4	Chapter 5.5,5.6,5.7, 5.8, 5.9	CASE STUDY REI
9/28	Show me the Money		
9/30	Show me the Money		Case Study : Paypal has Company
10/5	Security & Encryption	5.1, 5.2 5.3,5.4,	
10/7	Security and Encryption		
10/12	Security and Encryption	6.1, -- 6.4	
10/14	E-Com Marketing		
10/19	E-Com Marketing	7.1 – 7.5	WARNING MIDTERM
10/21	SECOND MIDTERM EXAM CH 5-7		Case study: Liquidation .com
10/26	Marketing communications	8.1 – 8.6	
10/28	Marketing communications	Chapter 9	Case study: Ad Bombs
11/2	Ethical & Legal considerations	Chapter 10,	CASE STUDY PRINT THE LIBRARY
11/4	Retailing and Online service industries	Chapter 11	
11/9	Online content providers	Chapter 12	
11/11	Social Networks, Auctions, Portals		
11/16	B2B E-Commerce, Supply chain management & Col. Com.		
11/18	Launching the New E- com division/company		
11/23			
11/25	THANKSGIVING	Take the day-watch the calories!	
11/30	E-com – Next/class review/	WARNING: MARKETING STRATEGY PROJECTS BY E-	WARNING: MARKETING STRATEGY PROJECTS BY E-

		MAIL 11/30/2009	MAIL 11/30/2009
12/2	Reading Day		
MONDAY, DECEMBER 7, 2009	FINAL EXAM : 4pm - 5:50 pm		

THERE IS STILL MORE!

SEE BELOW!

10 Point Bonus Quiz

If you have read this far in the syllabus, you are already on the right track. If you would like to receive 10 extra credit points, answer the following questions and turn in this quiz on or before Wednesday 9/2/2009. Make sure you put your name on your paper. Papers turned in after 9/2/2009 will not be accepted under any circumstances. The answers are all on the Internet. Somewhere.

NAME _____

1. What is the Internet location of the LCCC website??
2. I am a licensed attorney, a licensed plumber or a licensed mortician in the State of Ohio. Prove which one. Hint: The Ohio Supreme Court licenses lawyers. The others are managed by the Secretary of State.
3. Putting together a syllabus gives me the munchies. If I stop at Quaker Steak & Lube on the way home, what is the hottest sauce they have? And how many calories does it have?
4. Maybe I'll get some Starbucks instead. I am hooked on their Cafe Mocha. How many calories in a Grande?
5. My oldest daughter attends medical school at The Lake Erie College of Osteopathic Medicine in Erie, PA. How long does it take to get there from Elyria? Hint: Go to Mapquest.com.
6. I'm worried about getting tickets to the Cleveland Browns' December 10 game with Pittsburgh. It will be cold and snowy – great Cleveland football weather. I am sure it will be sold out. Is it sold out yet? How much are the tickets this year?

7. Cleveland.com is great site. Who operates it? What do they charge for a weekly subscription now?

8. My son has a Fox-Renard instrument. It was made in South Whitley, Indiana. What might his instrument be?

9. I have parking ticket from Cleveland. Can I pay it on line? How do I fight it?

10. Walter Cronkite was my favorite newscaster. I would like to pay my respects. In what cemetery or shelf are his earthly remains located.