ELC 200

Introduction to eCommerce

Date: September 1, 2010
Division: Natural and Behavioral Sciences
Number of Credits: 3
Location: Nadeau 109
Meeting Times: 11:00-12:20 PM MR

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

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Tony Gauvin</th>
<th>E-mail</th>
<th><a href="mailto:TonyG@maine.edu">TonyG@maine.edu</a></th>
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</thead>
<tbody>
<tr>
<td>Phone</td>
<td>(207) 834-7519</td>
<td>Office Hours</td>
<td>2:30 - 4:30 PM MTR 9:30 - 11:00 AM T Or by appointment</td>
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<tr>
<td>Office</td>
<td>216 Nadeau Hall</td>
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Text

E-Commerce 2010 6e
Author: Kenneth Laudon, Carol Guercio Traver
Publisher: Prentice Hall

Instructor Handouts

Required Materials

Digital data 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 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
https://www.courses.maine.edu/
Instructor’s Web Site
http://tonyg.umfk.maine.edu/
Text Book Web Site
http://www.azimuth-interactive.com/ecommerce6e/
Ecommerce Times
http://www.ecommercetimes.com/?welcome=1201026659

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.
Course Grade Calculation

**Quizzes (3 @ 10% each)** 30%

**Assignments (8 @ 5% each)** 40%

**ECommerce Initiative Framework** 20%

**Paper**

**Pre-professional Conduct** (see Contract on Classroom Behavior) 10%

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**

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<thead>
<tr>
<th>Week</th>
<th>Subject</th>
<th>Required Reading</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Sep 2</td>
<td>Course Introduction and Overview</td>
<td>Chap 1</td>
<td>Assignment #1</td>
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<td></td>
<td>Introduction to eCommerce</td>
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<tr>
<td>Sep 9</td>
<td>The Revolution Is Just Beginning</td>
<td>Chap 1</td>
<td>Assignment #1</td>
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<tr>
<td>Sep 13 &amp; 16</td>
<td>E-commerce Business Models and</td>
<td>Chap 2</td>
<td>Assignment #2</td>
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<td></td>
<td>Concepts</td>
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<td>Sep 20 &amp; 23</td>
<td>The Internet and World Wide</td>
<td>Chap 3</td>
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<td>Web: E-commerce Infrastructure</td>
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<tr>
<td>Sep 27 &amp; 30</td>
<td>Building an E-commerce Web Site</td>
<td>Chap 4</td>
<td>Assignment 3</td>
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<tr>
<td>Oct 4 &amp; 7</td>
<td>Online Security and Payment</td>
<td>Chap 5</td>
<td>Assignment #4</td>
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<td></td>
<td>Systems</td>
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<td>Oct 12</td>
<td>Fall Recess</td>
<td>Chap 5</td>
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<td>Oct 14</td>
<td>Exam 1 Chap 1-5</td>
<td>Chap 5</td>
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<td>Oct 18 &amp; 21</td>
<td>E-commerce Marketing Concepts</td>
<td>Chap 6</td>
<td>Assignment #5</td>
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<td>Oct 7</td>
<td>Chap 1-5</td>
<td>Short Essay &amp; Multiple Choice</td>
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<td>Nov 8</td>
<td>Chap 6-18</td>
<td>Short Essay &amp; Multiple Choice</td>
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<td>Dec 9</td>
<td>Chap 9-12</td>
<td>Short Essay &amp; Multiple Choice</td>
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**Examination Dates**

(Subject to change)

**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.
 UMFK Writing Lab

Assistance with your writing assignments is available in the UMFK Writing Lab, 224 Powell Hall (upstairs in the gray building next to Blake Library), and trained student tutors are available to provide one-on-one assistance in all stages of the writing process, including understanding the assignment clearly, generating and developing paper topics and ideas, organizing your papers, using documentation properly, and mastering grammar and punctuation. UMFK Writing Lab hours are posted on its webpage (http://www.umfk.maine.edu/english/writinglab/default.cfm?ref=2) and on Facebook (http://www.facebook.com/group.php?gid=185062453234&ref=ts. If you need assistance, please contact Dr. Melissa Standley, 218 Powell Hall.

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.


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 course 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 appraised 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/](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 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.