



# Lincoln University

<b>Course Title:</b>	e-Commerce	<b>Instructor:</b>	Prof. Serge Ruiz
<b>Course No:</b>	BA 354	<b>Phone:</b>	949-232-3323
<b>Units:</b>	3 units (= 45 lecture hours)	<b>E-mail:</b>	sruiz@lincolnuca.edu
<b>Class Hours:</b>	Tuesday 12:30 pm – 3:15 pm	<b>Office Hours:</b>	See schedule
<b>Semester:</b>	Fall 2016	<b>Office Number:</b>	Room 402

## REQUIRED MATERIALS

**Textbook:** *e-Commerce*, by Laudon K and Traver C, 8<sup>th</sup> Edition, Pearson, 2012 – ISBN-10: 0138018812, ISBN-13: 978-0138018818.

## COURSE DESCRIPTION

This course provides understanding of e-commerce and its impact on firms, industries and markets. The Web has large impact on how we shop, read, conduct business, learn, and consume information like music, art, and others. The course describes the e-commerce industry, market, strategies, technologies used in electronic commerce; discusses the resulting changes in organizational structure and societal behavior; seeks to understand the forces that drive these changes; and discusses forward-looking perspectives of e-commerce. (3 units)

## LEARNING OBJECTIVES

To introduce students to the basic concepts of e-Commerce, its major challenges and strategies in global environment.

To introduce students to a variety of e-Commerce approaches and directions.

To introduce students to strategic and tactical aspects of e-Commerce.

To introduce students to technical and social challenges of e-Commerce.

## INSTRUCTIONAL METHODS

The course is a mix of lectures, practical exercises and a course project, to be delivered by the end of the term.

## OTHER REQUIREMENTS

All students are required to attend the class. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Students must complete all assignments and take all quizzes, mid-term exam and final exam ON THE DATES DUE. Talking in class, using cell phones, coming late, leaving the room at times other than at break time is not allowed. Plagiarism/cheating will result in the grade "F" and a report to the administration.

## ASSIGNMENTS & QUIZZES

Most assignments will be from the textbook. Each assignment is due at the beginning of the following class. You can return your assignments electronically if you desire. Quizzes will take place at the beginning of the course, after collecting assignments and answering questions. Quizzes are designed to last 20 minutes and are based on the material in the assignment.

## TESTING

Classroom activities	every week	10%
Project	April 26, 2016	30%
Mid-term exam	March 1, 2016	30%
Final exam	May 5, 2016	30%

There will be no make-up for a missed participation in a classroom activity. No make-up exams will be given unless you have the instructor's prior approval obtained in person before the exam date, with the exception of an extreme emergency. Late assignments will get no credit or reduced credit. ***Students will not be allowed to use computers or cellular phones during tests.***

## GRADING

Grades will be determined according to the following percentages awarded for completed work:

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

## OTHER COMMENTS

- Please participate. What you put into the class will determine what you and others get out of it. You will be asked to go to the board to solve exercises.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

## SCHEDULE OF TOPICS

*Please read every chapter of the textbook before you come to class*

Session	Date	Topics	Chapters
1	01/19	The revolution is just beginning	1
2	01/26	e-Commerce business models and concepts	2
3	02/02	e-Commerce infrastructure: the internet, web, and mobile platform	3
4	02/09	Building an e-Commerce presence, websites, mobile sites and apps	4
5	02/16	e-Commerce security and payment systems	5
6	02/23	e-Commerce marketing concepts: social, mobile, local	6
7	<b>03/01</b>	<b>Midterm Exam</b>	<b>1-6</b>
8	03/08	e-Commerce marketing communications	7
	03/15	SPRING RECESS	
9	03/22	Ethical, social and political issues in e-Commerce	8
10	03/29	Online retail and services	9
11	04/05	Online content and media	10
12	04/12	Social networks, auctions and portals	11
13	04/19	B2B e-Commerce: supply chain management and collaborative commerce	12
14	04/26	Project presentations and defense	
15	05/03	<b>Final Exam</b>	<b>1-12</b>

## MODIFICATION OF THE SYLLABUS

This syllabus was updated on December 20, 2015. The instructor reserves the right to modify this syllabus at any time during the semester. An announcement of any changes will be made in the classroom.