



Lincoln University

Course Title: E-Commerce

Course No.: BA 354

Units: 3 (45 lecture hours)

Class Hours: Tues/Thurs 12:30-3:15 PM

Instructor: Dr. Walter Kruz

Contact: wrkruz@lincolnuca.edu

Office Hours: Tues/Thurs 11AM-12 by arrangement

Semester: Summer 17

Textbook:

- E-commerce 2015, by Laudon & Traver, 11th Edition, Pearson Publications, 2015, ISBN10: 0133507165
- Various other resources from industry publications suggested by instructor

Course Description:

This course provides understanding of e-commerce and its impact on firms, industries and markets. The Web has a large impact on how we shop, read, conduct business, learn, and consume information like music, art, and others. The course describes the ecommerce 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.

Learning Objectives:

Students will gain an in-depth understanding of the field of e-commerce including the technology and business elements that create successful companies such as Google and others. The course will also address current industry and society issues such as security, privacy, government surveillance, and more. By taking this course students will achieve greater marketability in the job market.

Methodology:

This class offers a highly interactive learning environment. All students will participate in class discussions, research findings, and class exercises. Short oral presentations may also be assigned. Assignments will be given weekly and may consist of textbook exercises and research questions. Attendance is highly encouraged as exams include questions from class discussion. Students will benefit from using a laptop, the computer lab, and the school library.

Standards:

Standards for this class are similar to those found in professional organizations. Punctuality and deliverables are very important. All assignments are due on the date indicated and collected during the first 10 minutes of the class. Late assignments will not be collected or graded. Make-up exams are allowed only due to a documented medical excuse. Students are encouraged to study and work in groups for enhanced learning. If student misses a class it is his/her responsibility to learn of any assignments that may have been given.

Project:

Project work, if assigned, is designed to familiarize students with the integration of business and technology concepts currently used in the e-commerce business. Projects may be assigned individually or as a group. If as a group, the grade is the same for all members. Drafts may be evaluated on an agreed upon schedule during the semester. Final deliverable will be turned in as a hard copy. Plagiarism is not allowed; all sources must be referenced. APA standard is recommended.

Testing:

Typically, the class will consist of two or three exams of equal weight throughout the semester. All exams are individual deliverables. They are essay-type and consist of short answers related to the material being discussed. The exam format is closed book with no electronic devices allowed. Failure to follow instructions during exams will result in 0 points earned for that exam.

Grading:

Quizzes, homework assignments, exams, and the project allow a student to accumulate points throughout the semester. These total earned points are added and divided by the total possible as a percentage. This percentage translates into a letter grade as described below.

Exams and Project are typically worth 100 pts each (~ 75% of the total points). Homework and quizzes from 5-10 pts (~ 25% of the total points). Assuming that 2 exams, one project, and 10 homework/quiz assignments are given, this will mean a total possible of 400 points could be accumulated. The student grade will be calculated as follows:

$$\text{Grade} = (\text{Student's score} / \text{Total possible points}) * 100 = \%$$

A final grade is then assigned as follows:

Point/Grade Conversion			
100 - 95	A	76 - 74	C
94 - 90	A-	73 - 70	C-
89 - 87	B+	69 - 57	D+
86 - 84	B	66 - 60	D
83 - 80	B-	59 or less	F
79 - 77	C+		

Classroom Protocol:

Students are expected to arrive on time and be prepared to participate. Laptop use is allowed only for a class purpose. No cell phones allowed.

Schedule:

This is a proposed schedule. It will change according to class progress or student interests.

Session	Class activity. Lecture & Discussion	Homework (10 pts each)
Session 1	Syllabus. Project discussion/assignment Ch1-The revolution is just beginning. Key terms review	Read Ch1 & 2 Do Ch1-Quest1-10 Read Ch 2
Session 2	Ch2-E-commerce business models Key terms review	Read Ch 3 Do Ch2-Quest1-10
Session 3	Ch3-E-commerce infrastructure Key terms review	Do Ch3-Quest1-10 Read Ch 4
Session 4	Ch4-Building E-commerce presence Key terms review	Do Ch4 -Quest 1-10 Exam preparation
Session 5	Review and Exam #1	Read Ch 5
Session 6	Ch5-E-commerce security, payment systems Key terms review	Do Ch5-Quest1-10 Read Ch 6
Session 7	Ch6- E-commerce marketing and advertisement Key terms review	Read Ch 7 Do Ch 6 Quest 1-10
Session 8	Ch7-Social, mobile, and local marketing Key terms review	Read Ch 2 Do Ch 7 -Quest 1-10
Session 9	Special : The Cloud	Exam preparation
Session 10	Review and Exam #2	Read Ch9
Session 11	Ch 9- Online retailing Key terms review	Read Ch 10 Do Ch9-Quest1-10
Session 12	Ch10 -Online content and media Key terms review	Do Ch10-Quest1-10 Read Ch11
Session 13	Ch 11-Social networks Key terms review	Do Ch11-Quest 1-10 Read Ch 12
Session 14	Ch12-B2B E-commerce Key term review	Exam preparation
Session 15	Exam #3 - Project delivery (If assigned)	

Faculty Information:

Academic: BA Physics, BS Mathematics, MS Electrical Engineering, MBA, Doctor of Business Administration.

Professional Experience: IT Manager with senior and executive experience at high-tech companies in Silicon Valley. International consulting and training experience focused in systems integration and optimization of information capabilities in various industries.

Update:

April 25, 2017