



**Lincoln University  
Spring 2018**

**COURSE: BA 354– E-commerce**  
3 units / 45 lecture hours (15 weeks)

**LEVEL :** Mastery 2 (M2)

**INSTRUCTOR:** Dr. Walter Kruz, wrkruz@lincolnuca.edu

**CLASS SCHEDULE:** Saturdays; 12:30PM – 3:45PM

**OFFICE HOURS:** Thurs 12:00 - 12:30 PM, and Sat 9:00-12:30 PM, or by appointment

**TEXTBOOK:** E-commerce 2015, 11<sup>th</sup> edition, 2015, by Laudon & Traver, ISBN 10: 0133507165

**CATALOG 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 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.

**EDUCATIONAL OBJECTIVES**

Develop competence and understanding in the implementation of business models online. Students will learn how to conduct business utilizing the power of the internet as well as the underlying technologies that make this business revolution possible.

**COURSE LEARNING OUTCOMES**

	<b>Course Learning Outcome</b>	<b>Program Learning Outcomes</b>	<b>Institutional Learning Outcomes</b>	<b>Assessment activities</b>
1	Develop and exhibit applied and theoretical knowledge in the field of E-commerce	PLO 1	ILO 1b, ILO 2b	Homework assignments, quizzes, project

				assignment, exams
2	Communicate new developments in related technologies such as blockchain and cryptocurrencies	PLO 3	ILO 2b, ILO 7b	Research assignments, quizzes, project assignment, exams, technical presentations
3	Demonstrate autonomy, creativity, and responsibility for managing professional practices	PLO 4	ILO 4b, ILO 5b, ILO 6b	Class activities, project teamwork, technical presentations
4	Demonstrate leadership and set strategic objectives for team performance	PLO 5	ILO 4b, ILO 5b	Homework assignments, technical presentations

**INSTRUCTIONAL METHODS:**

**This is a direct classroom instruction course.**

This class offers a highly interactive learning environment. All students will participate in class discussions, research findings, and class exercises. Short oral presentations will be assigned. Assignments will be given weekly and may consist of textbook cases and research questions.

**CLASS ATTENDANCE:**

Attendance is a school requirement. Exams may include questions from class discussions.

**EXAMS:**

Typically, the class will consist of several exams of equal weight as well as homework and quizzes throughout the semester. All exams are individual deliverables. They consist mostly of short answers related to the material being discussed. The exam format is closed book with no electronic devices allowed. Failure to follow exam rules will earn 0 points or “F” grade for that exam.

**COURSE PROJECT:**

A project, if assigned, will describe the online implementation of a chosen business model chosen by the student. A written report, following the APA standard, and including a Turnitin score, will summarize this research.

**GRADING POLICY**

Percentage	Grade
90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
below 60%	F

Weights	
Homework	10%
Quizzes	10%
Midterm Exams (each) (3)	20%
Individual Research Project	20%

**TENTATIVE CLASS SCHEDULE:**

Week	Topic	Related CLO
1	Course Introduction: The E-commerce revolution	CLO 1
2	E-commerce business models	CLO 1
3	E-commerce infrastructure	CLO 2
4	Building an E-commerce presence	CLO 3
5	<b>Exam 1</b>	
6	E-commerce security I	CLO 3
7	E-commerce marketing	CLO 1
8	Social, mobile, local marketing	CLO 2
9	Online retailing	CLO 2
10	<b>Exam 2</b>	
11	Online content	CLO 1

<b>12</b>	Social networks	CLO 2
<b>13</b>	Supply Chain	CLO 4
<b>14</b>	E-commerce technology review and issues	CLO 3
<b>15</b>	<b>Exam 3</b>	

**SCHEDULE OF TESTING:**

<b>Week</b>	<b>Test</b>
5	Exam 1
10	Exam 2
15	Exam 3

**Syllabus Reviewed: 02/10/2018**

**Appendix A. Program and Institutional Learning Outcomes.**

<b>Institutional Learning Outcomes (ILOs)</b>	
<b><i>MBA Graduates of Lincoln University should be able to:</i></b>	
<b>1b</b>	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
<b>2b</b>	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
<b>3b</b>	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
<b>4b</b>	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
<b>5b</b>	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
<b>6b</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7b</b>	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

<b>Program Level Outcomes (PLOs)</b>	
<b><i>Students graduating our MBA program will be able to:</i></b>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

**Appendix B. Classification of LU curriculum courses:**

<b>Code</b>	<b>Classification</b>	<b>Description</b>
Courses 300 level w/o graduate prerequisites	Mastery 1 (M1)	Mastery 1 courses introduce graduate level concepts and ideas in a specific field of study and provide an opportunity to initiate the development of graduate level competences.
<b>Courses 300 level with graduate prerequisites</b>	<b>Mastery 2 (M2)</b>	<b>Mastery 2 courses build upon students' execution of Mastery 1 learning outcomes and allow for further development of students' mastery of concepts, ideas, and competences in the specific field of study.</b>
Courses 398, 399	Mastery 2 / Assessment (M2A)	Mastery 2/Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes.