



Lincoln University

BA 354 – eCommerce

COURSE SYLLABUS

Spring 2021

- Professor:** Prof. Sergey Aityan, PhD, DSc
Lecture Schedule: Wednesday, 12:30 PM – 3:15 PM
Credit: 3 units (45 lecture hours)
Level: Mastery 1 (M1)
Office Hours: Tuesday, 11:15 AM – 12:15 PM
Wednesday, 11:15 AM – 12:15 PM
Additional office hours by appointment.
e-mail: aityan@lincolnuca.edu
☎: (510) 628-8016
- Textbook:** Kenneth Laudon and Carol Traver
e-Commerce (2012), 8th Edition, *Pearson*
ISBN-10: 0138018812
ISBN-13: 978-0138018818
*** previous editions of this book are okay too ***

Last Revision: January 18, 2021

CATALOG DESCRIPTION

This course provides understanding of eCommerce 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 and art. This course describes the technologies used in electronic commerce; discusses the resulting changes in organization structure, industry, and societal behavior and seeks to understand the forces that bring these changes; and, where possible, extrapolates to the future years. (3 units)

COURSE OBJECTIVES

- To introduce students to the basic concepts of eCommerce, its major challenges and strategies in global environment.
- To introduce students to a variety of eCommerce approaches and directions.
- To introduce students to strategic and tactical aspects of eCommerce.
- To introduce students to technical and social challenges of eCommerce

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

COURSE PROJECT

Every student must complete and submit a course project. The project includes an idea of a new eCommerce business, its strategy and tactics, and live implementation on a prototype level.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

EXAMS

Both, midterm and final exams are structured as written essay to answer the given questions. Each exam includes six questions. The essay must be written clearly and easy to read, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

The exams are neither “open book” nor “open notes.” The final exam is comprehensive, i.e. includes the whole course.

Cheating in exam results in immediate termination of the exam, grade “F” with ZERO points, and report to the dean.

GRADING AND SCORING

All activities will be graded according to the points as shown below.

Grade	A	A-	B+	B	CR	NC
Points	94-100	90-93	87-89	83-86	60-82	0-59

“CR” means “Credit”, “NC” means “No Credit”.

In exams, every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam.

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Course project		20%
Mid-term exam	In the middle of the course	30%
Final exam	Last week of the course	30%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for the project and classroom activities.

COURSE SCHEDULE

Lectures		Topic	Chapters
#	Date		
1	3-Feb	About the Course The revolution is just beginning	Ch. 1
2	10-Feb	eCommerce business models and concepts	Ch. 2
3	17-Feb	eCommerce infrastructure: the internet, web, and mobile platform	Ch. 3
4	24-Feb	Building an eCommerce presence; websites, mobile sites, and apps	Ch. 4
5	3-Mar	eCommerce security and payment systems	Ch. 5
6	10-Mar	eCommerce marketing concepts: social, mobile, local	Ch. 6
7	17-Mar	Midterm Exam	Ch. 1-6
8	24-Mar	Ecommerce marketing communications	Ch. 7
9	31-Mar	Ethical, social, and political issues in eCommerce	Ch. 8
10	7-Apr	Online retail and services	Ch. 9
11	14-Apr	Online content and media	Ch. 10
12	21-Apr	Social networks, auctions, and portals	Ch. 11
13	28-Apr	B2B eCommerce: supply chain management and collaborative commerce	Ch. 12
14	5-May	Comprehensive Final Exam	Ch. 1-12
15	12-May	Course Project Presentations and Defense	

CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following:

- plagiarism;
- copying or attempting to copy from others during an examination or on an assignment;
- communicating test information with another person during an examination;
- allowing others to do an assignment or portion of an assignment;
- using a commercial term paper service.

Cheating or plagiarism will result in zero points and letter grade F for an assignment, project, or exam and a report of the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

LETTERS OF RECOMMENDATION

- Letters of recommendation will be provided upon request to students, who have completed all course requirements and received grade “A” for the course.

CENTER FOR TEACHING AND LEARNING

Assignments and projects require students to actively use resources of the library. A detailed guide to business resources of the library as well as the description of Lincoln University approach to information literacy are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment
1	Develop and exhibit applied and theoretical knowledge in the field of E-Commerce	PLO 1	ILO 1b, ILO 2b	Course project, quizzes, midterm/final exam
2	Develop ability to evaluate and optimize online business models	PLO 2	ILO 2b, ILO 4b	Course project
3	Communicate new developments in related technologies such as blockchain and cryptocurrencies	PLO 3	ILO 2b, ILO 7b	Research assignments
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices	PLO 4	ILO 4b, ILO 5b, ILO 6b	Class activities, project teamwork, technical presentations
5	Demonstrate leadership and set strategic objectives for team performance	PLO 5	ILO 4b, ILO 5b	Course project, technical presentations

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu)