Lincoln University

BA 264 "e-Commerce with AI"

COURSE SYLLABUS
Spring 2026

Instructor:	Prof. Alexey Brudno
Lecture Schedule:	Wednesday, 9:00 AM – 11:45 AM (online)
Zoom Link:	Will be provided
Credits:	3 units (45 lecture hours)
Level:	Advanced (A)
Contact information:	e-mail: abrudno@lincolnuca.edu
Textbook:	Kenneth Laudon and Carol Traver e-Commerce 2020-2021, 17th Edition, Pearson (2025) *** previous editions of this book are okay too ***
	Liora Wyn, AI-Powered Commerce: Building the Products & Services of the Future, © Liora Wyn, 2025 *** available on Amazon ***
Last Revision:	01/05/2025

CATALOG DESCRIPTION

The course provides understanding of e-commerce and its impact on firms, industries, and markets and also how we shop, read, conduct business, learn, and consume information. It describes the e-commerce industry, strategies, and technologies used in electronic commerce. It discusses the resulting changes in organizational structure and societal behavior; seeks to understand the forces that drive these changes and forward-looking perspectives of e-commerce. (3 units) *Prerequisites: BA 10 and BA 160.*

COURSE DESCRIPTION

This course provides understanding of e-commerce and its impact on firms, industries, and markets. Students examine how e-commerce transforms shopping, business operations, information consumption, and organizational structures. The course covers e-commerce strategies, technologies, and industry practices, with particular emphasis on the role of artificial intelligence in digital marketing, personalization, customer experience, and data-driven decision-making. Students apply contemporary tools to analyze e-commerce systems and develop strategic recommendations.

COURSE OBJECTIVES

- To introduce students to the fundamental concepts of e-Commerce, its major challenges, and evolving strategies, including those emerging with the rise of AI.
- To familiarize students with key e-Commerce models, approaches, and development directions.
- To present the strategic and tactical dimensions of e-Commerce, enhanced and transformed by AI technologies.
- To introduce students to the technical, organizational, and social challenges associated with modern e-Commerce systems.
- To introduce students to the broad impact, transformative potential, and future development of AI-powered e-Commerce ecosystems.

COURSE LEARNING OUTCOMES [1]

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

PROCEDURES AND METHODOLOGY

This is an online instruction course. Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing assignments and quizzes require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the LU Library website (lincolnuca.libguides.com).

REQUIREMENTS

Continuous assessment is emphasized. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due.
Plagiarism will result in the grade "F" and a report to the administration.

[1] Detailed description of learning outcomes and information about the assessment procedure are available at the Learning Outcomes Assessment section of LU website.

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 true/false and multiple-choice questions that cover the theoretical material. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. Cheating in exam results in immediate termination of the exam, grade "F" with ZERO points, and report to the dean.

GRAIDING AND SCORING

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

Grade	A	A-	B+	B	B-	C+	C	C-	D+	F
Points	94-100	90-93	87-89	84-86	80-83	77-79	74-76	67-73	60-66	0-59

The final grade for the course will be given as a weighted score for all activities.

Activity	Time	Percent
Attendance, Quizzes	During the course	15%
Mid-term exam	According to schedule	35%
Final exam	According to schedule	50%
	Total	**100%**

COURSE SCHEDULE

Class	Date	Topic	Book chapter
Lecture 1	01/28	Introduction to "e-Commerce with AI" course	Ch. 1, special topic
Lecture 2	02/04	e-Commerce Business Models	Ch. 2
Lecture 3	02/11	e-Commerce Infrastructure	Ch. 3
Lecture 4	02/18	Building an e-Commerce system powered by AI	Ch. 4
Lecture 5	02/25	e-Commerce Security	Ch. 5
Lecture 6	03/04	e-Commerce Marketing and Advertising, powered by AI	Ch. 6,7, special topic
Midterm exam	03/11	Midterm Exam	Ch. 1-6
Spring recess	03/17-21	Spring recess – no classes	
Lecture 7	03/25	Data in e-Commerce: Collection, Pipelines, Warehousing	Ch. 7
Lecture 8	04/01	e-Commerce Ethics, Law, and AI challenges	Ch. 8, special topic
Lecture 9	04/08	e-Commerce Retail and B2B systems, AI-powered logistics forecasting, and dynamic pricing	Ch. 9, 12, special topic

Lecture 10	04/15	e-Commerce AI tools (chatbots and others)	Special topic
Lecture 11	04/22	e-Government (G2G, G2C, G2B)	Special topic
Lecture 12	04/29	Future of AI Commerce, global trends for 2030	Special topic
Final exam	05/06	Final Exam	Ch. 1-12, special topics
Final class	05/13	The course final grades discussion and closing remarks	

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:

a) plagiarism;
b) copying or attempting to copy from others during an examination or on an assigment;
c) communicating test information and/or solutions with another person during an examination;
d) allowing others to do an assignment or portion of an assignment;
e) using a commercial term paper service.

Penalties for cheating and plagiarism range from 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing willreceive a zero (0) on the exam or assignment, and the instructor may report 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.

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.

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.