E-Commerce
Course Syllabus

Course No:	BA 354	**Instructor:**	Prof. Leonid Romanyuk
Semester:	Summer 2011	**Phone:**	(510) 628-8024
Units:	3	**E-mail:**	lromanyuk@lincolnuca.edu
Class hours:	Tuesday, Thursday 12:30 pm – 3:15pm	**Office Hours:**	Tuesday, Thursday 11:50 am -12:25 pm
Class Room:	TBA	**Office Room:**	402

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 and art. The fundamental architecture of information processing within a firm is changing as new Internet technologies appear. Internet technologies are also having a broad impact on the management of firms and their overall success. 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)

LEARNING OBJECTIVES:

The students will be introduced to e-commerce concepts and business models; the e-commerce technological infrastructure based on the Internet and the World Wide Web, and learn how an E-commerce Website is built. Then the problems related to online security and different payment systems will be discussed, e-marketing concepts and communication will be introduced and explored. Also will be discussed ethical, social, and political issues in e-commerce, online retailing and services, supply chain management and collaborative commerce in B2B E-commerce, and the use of social networking models and technologies in business.

INSTRUCTIONAL METHODS:

Lecture method is used in combination with the practical use of business software and the Internet resources. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity. Reading, writing, and problem solving assignments will be made weekly throughout the course.

REQUIRED MATERIALS:

TEXTBOOK:	E-Commerce 2011, 7th edition, by Kenneth Laudon and Carol Guercio Traver, Prentice Hall, 2011, ISBN-10: 0136091199
TOOLS:	A scientific or graphical calculator, Microsoft Office software, open source e-commerce software, the Internet resources

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.

TESTING:

Classroom activities	every week	10%
Quizzes	every week	10%
Assignments	every week	10%
Mid-term exam	6/28/2011	30%
Final exam	as scheduled	40%

There will be no make-up for a missed quiz or 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:

Less than 50% total is an "F"; 75% total is "C+". Other grades will be calculated "on the curve" from the scores above.

COURSE SCHEDULE:

Daily schedule of topics is attached. Students should read every chapter of the textbook on the topic to be discussed in class before they come to class. Be ready to answer in writing all review questions and to solve problems at the end of the chapter.

ASSIGNMENTS:

Each assignment is due on the Tuesday of the next week after it is assigned. Additional assignments based on the Internet and library resources can be given during the semester. Take a folder and create a Project Notebook. You will put in this folder printouts of the deliverables of all your assignments and storage media (floppy disk / CD disc / DVD disc / USB flash drive) with your deliverables stored on it. The instructor can ask you to turn in this folder and grade your work at any time during the semester.

MODIFICATION OF THE SYLLABUS:

This syllabus was updated on April 27, 2011. 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.

SUMMER 2011 SCHEDULE OF TOPICS AND REQUIRED READING

Textbook: **E-Commerce 2011, 7th edition, by Kenneth Laudon and Carol Guercio Traver**

<u>Read every chapter on the topic to be discussed in class before you come to class.</u>
<u>Be ready to answer in writing all review questions and to solve problems at the end of the chapter.</u>

Date	Topics	Chapters
6/07/11	The Revolution is Just Beginning	1
6/09/11	E-commerce Business Models and Concepts	2
6/14/11	The Internet and World Wide Web: E-commerce Infrastructure	3
6/16/11	Building an E-commerce Website	4
6/21/11	Online Security and Payment Systems	5
6/23/11	E-commerce Marketing Concepts	6
6/28/11	Review. **MIDTERM EXAM**	1 - 6
6/30/11	E-commerce Marketing Communications	7
7/05/11	Ethical, Social, and Political Issues in E-commerce	8
7/07/11	Online Retailing and Services	9
7/12/11	Online Content and Media	10
7/14/11	Social Networks, Auctions, and Portals	11
7/19/11	B2B E-commerce: Supply Chain Management and Collaborative Commerce	12
5/21/11	**COMPREHENSIVE FINAL EXAM**	1 - 12