ISDS 553: FUNDAMENTALS OF ELECTRONIC COMMERCE

Course Syllabus –

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Office hours: Office phone or Skype anytime. We can also set appointments as needed. Otherwise, Mondays, 10-11am is the default time.

Meeting times: (1) Introduction using a “web meeting” (Saturday 8/20 @ noon, over the web; no need to be on campus); and (2) Interim exam (On campus, see schedule on last page).

COURSE DESCRIPTION

This course introduces the principles and procedures related to the design, use and launch of e-commerce ventures. It gives an overview of e-commerce and its impacts on business and society, introduces e-commerce business models, portrays the technological infrastructure of e-commerce, and discusses the intersection between marketing and e-commerce. The course does all this in context, by presenting and discussing real e-commerce cases, such as Facebook.com, eBay.com, Amazon.com and many others. It is a beneficial, relevant and fun course.

LEARNING GOALS

This course advances the understanding of e-commerce. Students will:

1. Gain the awareness of transformation of business activities via e-commerce.
2. Develop understanding of the infrastructure that makes e-commerce possible.
3. Gain ability to analyze and evaluate different categories of e-commerce.
4. Gain an ability to apply this understanding to their work life as IS managers.
5. Explore the socio-economic impact of e-commerce.

TEXTBOOK


See Kindle edition: http://www.amazon.com/E-Commerce-2015-11th-Ken-Laudon-ebook/dp/B00XIH01B0/ref=mt_kindle?_encoding=UTF8&me= (can be accessed simultaneously by 2 devices)

- Notes (1) I am not familiar with the international edition; you may use at your own risk, and/or compare content with friends, (2) there is a newer version of the textbook and older versions. If you chose to use other versions, you may do so at your own risk. Much content overlaps, but some does not.
COURSE MATERIAL
You will find all the course materials and assignments on the Titanium website for this course. The schedule of readings, quizzes and discussion assignments is on the syllabus. A link to the companion website to the textbook is also provided on Titanium. This is a good additional resource. For each chapter you have self-study quizzes. These can help in comprehending the material. Furthermore it includes technology tutorials (very nice ones) and general information on the e-commerce market, raising capital for new ventures, and writing business plans. These can be relevant for your project.

COURSE OVERVIEW
The course content is divided into four modules with reading assignments paralleling each section. (See tentative schedule on the last page):

Module 1 – Introduction to e-Commerce (Chapters 1 & 2)
This module will cover the basic concepts, business models, and trends in e-commerce.

Module 2 – Technology Infrastructure of e-Commerce (Chapters 3, 4 & 5)
This module will cover the technological foundations of e-commerce, m-commerce, security and associated concepts.

Module 3 – e-Commerce Marketing (Chapters 6 & 7)
This module will cover the application of marketing concepts over the web/mobile environment, and the associated business models.

Module 4 – E-Commerce in Action (Chapter 9)
This module will cover a key segment of e-commerce (online retail and services): trends, key players etc. with many examples and case studies.

Course work includes:
(1) responding to eight discussion questions + provide feedback and rating for peer posts
(2) completing eight short web-quizzes
(3) taking an interim exam, and
(4) submitting one group project - up to 15 pages in MS Word, any spacing, Times New Roman size=12, including everything except for title page and an appendix (for materials to supplement the main document). Below is more information about these components:
**COURSE SCHEDULE**

Specific due dates and times for each assignment are provided below. The following is a tentative schedule and changes may be applied to it.

- **Quizzes** are open on Fridays at 12 am, and close on Sundays at 11:55 pm (almost 3 days).
- **Discussions** open up for about a week – from Monday at 12 am to Sunday at 11:55 pm.

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