Meeting times & locations: Introduction on Sun. 8/23, 2:00 pm (as part of the Year End Seminar @ SGMH 3109; midterm exam on 10/31, 12:00 pm in SGMH 2109)

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Office: SGMH - 4160
Phone: (657) 278-5613

Office hours: Office Phone anytime. We can meet for an “enlightened” conversation on e-commerce whenever the schedules match.

Welcome! I am so glad you are embarking on this journey with me to study e-business and e-commerce. This document is the guideline for the course. It may change to fit the needs of the class as we progress during the semester. I will inform you if and when there are any changes.

I want you to enjoy while learning. This is a fun and rewarding course. At anytime during the course if you think of things we could do to make it a better learning experience, please do not hesitate to call me.

COURSE DESCRIPTION
This course introduces the principles and procedures related to the design, use and launch of e-business and e-commerce ventures. It gives an overview of e-commerce and its effects on business and society, introduces e-commerce business models, portrays the technological infrastructure of e-commerce, discusses the intersection between marketing and e-commerce, and 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, so try to enjoy it...
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

COURSE MATERIAL
You will find the main course material under the ‘PPTs & Documents’ section on Blackboard. Please refer to the ‘Course Schedule’ or the ‘Syllabus’ for the reading and discussion assignments and the course plan.
In the ‘Discussion Board’ section you will also see folders or messages corresponding to relevant topics. Here, you will see the discussion questions for the week (when applicable).
To give a structure to the class, I will use the chapters in the textbook but may provide additional material to achieve the learning goals. Please read the lecture notes, additional material posted, and the book chapter before doing any assignment(s).
You will see a detailed description of the final project under the ‘Project Description’ section.
I may upload papers, book chapters, and other material for you when needed. I will post an announcement whenever there is new material. I will also send an email to you.
A link to the companion website to the textbook is also provided on Blackboard (under ‘External Links’). This is an excellent 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. I also uploaded several links that can help you with the final project.

COMMUNICATION WITH THE INSTRUCTOR
The first means of communication between you and I will be e-mail and phone. We may follow the initial contact with a richer media like a ‘face-to-face’ meeting. If needed, I will arrange individual and group meetings.
Please feel free to call me on my office phone (657-278-5613) to discuss anything related to the class.
I am here to help you learn. Information Technology is my obsession and I love it! Please feel free call me on my cell phone to discuss anything related to the class.
STUDENT RESPONSIBILITY
By now you know that you must be self-motivated to be successful in an online class. This course is a 3-unit course, requiring a couple of hours of your time per week. There may be some weeks where you spend more time and others in which you spend less. If time management is becoming an issue, please do talk to me. I may be able to help.
I expect your best effort in every activity of this course. Since I am available on the phone and email to answer your questions, you should never feel ‘lost’ in the course. Your communication with each other and with your instructor should be professional, without exceptions. See the “Netiquette” document on blackboard for more details.

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 and associated concepts.

Module 3 – Business Concepts & Social Issues (Chapters 6 & 7)
This module will cover the application of marketing concepts over the web, and the associated business models.

Module 4 – E-Commerce in Action (Chapters 9 & 10)
This module will cover specific segments of e-commerce: trends, key players etc. with many examples and case studies.

Course work will comprise of (1) responding to weekly/ bi-weekly discussion questions and/ or short assignments, (2) completing a midterm exam, and (3) One group projec: (up to 15 pages in MS Word + Appendix). Below is more information about these components:

Discussion Questions & Assignments
In the discussion section, I will post 1-2 questions every Thursday (weekly or bi-weekly, depending on the reading assignment), pertaining to the reading material of the week (or the last two weeks). I expect you to answer questions by the following Wednesday midnight Pacific Time. Additionally, you should respond to at least one posting by another student. Thus every week (or every other week), you will have at least 2 postings. You may start new threads if needed. When appropriate, I will participate in the discussion.
These postings should be well thought, well written and professional in tone. Specifically, disagreements should be addressed with utmost professionalism and courtesy. Please give full references when using external material. See the “Netiquette” document on blackboard for more details.

In some cases, the questions that are posted in the discussion section will require you to do some research (e.g. ‘identify sites that use REST protocol and discuss their user behavior’). In these cases, you will discuss your research results.

Every couple of weeks, I may assign individual homework (rather than discussion questions; not in addition) that will include short projects. You are expected to answer these questions (typically up to 1 page long) within the given timeframe.

The instructor will keep a log of your activities on the blackboard. This will include the number of postings on the discussion board, on-time submission of homework, and timely return of feedback to your group mates and the instructor. Your discussion question and homework grade will be based on this log.

Midterm Exam
There will be only a midterm examination in this course. There is NO final exam. The midterm is scheduled to Saturday 10/31.

The exam will be done on campus, using computers for typing answers. The questions will be multiple choice and potentially essay type. The exams will test your understanding of the concepts and their applications to the ‘real world’. If you are participating in the discussions and keeping up with the readings, you should be able to do well in the examinations.

You should take the exam in person, at the university. If you live so far that it is inconvenient for you to come to the university, you may arrange for a test center to which an exam can be sent. These centers can be found in the local colleges. Consult with me if you need help in selecting the ‘right’ test center.

Group Project: Business plan for an e-Commerce venture
You will be placed in a group of about 3 students during the 3rd week of the class. If you have preference for group mates, please feel free to email me during the first 2 weeks of classes. You will work with your group to write a simplified business plan for an e-commerce venture. I will provide an outline of the business plan on Blackboard.

As the semester progresses, completing different aspects of the project will be feasible. Thus, try to work on the project as we progress rather than waiting until the last week. Also, try to identify a viable opportunity to address with your plan early on.

To make sure you are working on a project with a feasible scope, it is advised that you email me a brief description of the project by mid October.

The project report (up to 15 pages +appendix) is due by Dec. 5 @ midnight. Note that I will post your works for other students to read. Thus, you will be learning from your classmates as well as from your instructor (similar to what you would expect in a face-to-face graduate class).
Each student is responsible for providing short feedback on all other projects within the allotted time (AT LEAST one paragraph of strengths, one paragraph of weaknesses, one paragraph of suggested changes, and a quantitative assessment). Peer project assessment will be done online. This is part of your grade, and it is due on Dec. 12 @ midnight. Your feedback will be anonymized if sent to other students.

**GRADING POLICY**

<table>
<thead>
<tr>
<th>Participation in Discussion/ Assignments</th>
<th>25 %</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>35 %</td>
</tr>
<tr>
<td>Group Project – Business Plan</td>
<td>30 %</td>
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<tr>
<td>Assessing others’ works</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100 %</strong></td>
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**Grading Standards**

The following grading system is adopted for this course. The +/- grading system will NOT be used in this course.

<table>
<thead>
<tr>
<th>Range</th>
<th>Grade</th>
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<th>Grade</th>
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<tbody>
<tr>
<td>90 - 100</td>
<td>A</td>
<td>80-89</td>
<td>B</td>
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<tr>
<td>70 – 79</td>
<td>C</td>
<td>60-69</td>
<td>D</td>
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<tr>
<td>Below 59</td>
<td>F</td>
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**LATENESS POLICY**

Being late with your work is unprofessional. Assignments must be turned in on time to get credit, unless you have a genuine excuse and have contacted me before the due date. A 20% deduction penalty per day (or part of it) will be applied to late submissions. (i.e. you can only get maximum 80% if you are one day late.)

**COURSE POLICIES AND PROCEDURES**

- **Online Course:** The fact that the course is offered online does not change the coverage or requirements compared to a regular course. This implies a much higher at-home workload per unit of time (there are no lectures, so you will need to spend more time reading and comprehending the material). The good news is that this higher load can be distributed over the week to align with your schedule. Thus, you gain flexibility for the high workload.

- **Connectivity:** It is your responsibility to check if you can access the course website before any reading is assigned or work is due and immediately report any problems.

- **Reading & assignments:** You are required to do all assigned reading & assignments on time, i.e., during the week specified in the course schedule.
• Academic dishonesty: As a student taking coursework in this College, you have an obligation to maintain the highest standards of ethical conduct. This involves avoiding acts of academic dishonesty. The reason for requiring the highest standards of ethical conduct is to ensure fairness, honesty and integrity in the evaluation of student performance. Evaluation of student performance should not be invalidated by students intending or attempting to misrepresent the skill, achievement or ability of either themselves or others. **If detected, academic dishonesty may result in an F for the course and/or additional university-level disciplinary actions.** Also, any incident of academic dishonesty may be reported to the department chair and Judicial Affairs.

• Documented special needs: If you have any disability or special needs for which you are or may be requesting an accommodation please inform me and contact the Disability Student Services Office (UH-101) at (714) 278-3111 or at [www.fullerton.edu/disabledservices](http://www.fullerton.edu/disabledservices) as early as possible.

ASSESSMENT STATEMENT
The main purpose of the degree program at the Mihaylo College of Business & Economics at Cal State Fullerton is to provide you with the knowledge and skills that prepare you for a successful career in business. In order to assist us in achieving this goal, we will use a number of assessment tools to track your progress throughout the College curriculum. Please expect to participate in College assessment activities in several of your courses while at CSU, Fullerton. As you do so, you will assist us in identifying our program’s strengths and weaknesses as well as areas of potential improvement. In other words, you are making an important investment in the value of your degree.

COURSE SCHEDULE
While the course is scheduled to Saturdays, I will post materials on the Preceding Thursday, so you have the weekend to go over things and complete the assignments (I know how it’s like to work full time and simultaneously take courses…….). Consequently, your corresponding due dates are the following Wednesday at midnight. Specific due dates and times for each assignment are provided in the schedule below.

The following is the tentative overall schedule for the semester. I reserve the right to make any changes to the schedule in order to address class needs.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Readings</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>First class meeting as part of the Year End Seminar (Sun. 8/23 ~ 2:00pm @ SGMH-3109): Syllabus &amp; Overview</td>
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<tr>
<td>Week 2</td>
<td>E-commerce overview: The revolution is just beginning</td>
<td>Chapter 1</td>
<td>Discussion on Chapter 1 due Sep. 2 @ midnight</td>
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<tr>
<td>Week 3</td>
<td>E-commerce business models and concepts</td>
<td>Chapter 2</td>
<td>Discussion on Chapter 2 due Sep. 9 @ midnight</td>
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<td>Week 4</td>
<td>The Internet and World Wide Web: E-commerce Infrastructure</td>
<td>Chapter 3</td>
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<td>Week 5</td>
<td>Building an e-commerce web site</td>
<td>Chapter 4</td>
<td>Discussion on Chapter 3 due Sep. 23 @ midnight</td>
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<tr>
<td>Week 6</td>
<td>Online security and payment systems</td>
<td>Chapter 5</td>
<td>Discussion on Chapter 4 due Sep. 30 @ midnight</td>
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<td>Week 7</td>
<td>E-commerce marketing concepts</td>
<td>Chapter 6</td>
<td>Discussion on Chapter 5 due Oct. 14 @ midnight</td>
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<td>Week 8</td>
<td>E-commerce marketing communications</td>
<td>Chapter 7</td>
<td>Discussion on Chapter 6 due Oct. 21 @ midnight</td>
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<td>Week 9</td>
<td>Review/ Preparation time</td>
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<td>Discussion on Chapter 7 due Oct. 28 @ midnight</td>
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<tr>
<td>Week 10</td>
<td>Midterm Exam (10/31, SGMH-2109, 12:00 pm ~ 2:00 pm)</td>
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<tr>
<td>Week 11</td>
<td>Online retailing and services</td>
<td>Chapter 9</td>
<td></td>
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<tr>
<td>Week 12</td>
<td>Online content and media</td>
<td>Chapter 10</td>
<td>Discussion on Chapter 9 due Nov. 11 @ midnight</td>
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<tr>
<td>Week 13</td>
<td>Fall Recess, No class materials assigned. Good time for catching up and working on your project.</td>
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<tr>
<td>Week 14</td>
<td>Time to finalize project report</td>
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<td>- Discussion on Chapter 10 due Dec. 2 @ midnight</td>
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<tr>
<td>Week 15</td>
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<td>- Project report due Dec. 5 @ midnight</td>
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<tr>
<td>Week 16</td>
<td>Read others’ project reports and provide peer assessments online by Dec. 12 @ midnight (night between Saturday &amp; Sunday)</td>
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