

MISY 4350 E-COMMERCE
SESSION: FALL 2014 WEB
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OFFICE HOURS:

UVALDE TU 3:00 PM-6:00 PM
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OR BY APPOINTMENT ANYTIME

I will be available by phone, e-mail or in my office to offer assistance on any subject related to the course. As we progress in the course, I may make changes to this syllabus to accommodate any particular subject area. In that sense, this syllabus is a guideline, not a contract.

Required Text:

Electronic Commerce, Gary P. Schneider, 11e, Cengage ISBN: 978-1-285-42543-6

1. Program Objectives:

1. Students will demonstrate how the integration of information technologies supports and enhances business initiatives and operations.
2. Students will demonstrate an understanding of the key functions of business including accounting, economics, finance, management, and marketing and the effect of information technologies in these functions.
3. Students will demonstrate an understanding of legal and ethical issues related to the use of information.

2. Course Objectives: The student will be able to:

1. Identify what electronic commerce is and how it has evolved into a second wave of growth. Understand why companies concentrate on revenue models and the analysis of business processes instead of business models, when they undertake electronic commerce initiatives. Explain how economic forces have created a business environment that is fostering the second wave of electronic commerce. Use value chains and SWOT analysis to identify electronic commerce opportunities. Understand the international nature of electronic commerce and the challenges that arise in engaging in electronic commerce on a global scale.

Assessment: Written exam and written chapter exercises.

2. Describe the origin, growth, and current structure of the Internet. Explain how packet-switched networks are combined to form the Internet. Describe how Internet protocols and Internet addressing work. Understand the use of markup languages on the web. Explain how HTML tags and links work on the World Wide Web. Identify the differences among internets, intranets, and extranets. Understand the options for connecting to the Internet including cost and bandwidth factors. Describe the Internet2 and the Semantic Web.

Assessment: Written exam and written chapter exercises.

3. Describe the revenue models. Explain how some companies move from one revenue model to another to achieve success. Understand revenue strategy issues that companies face when selling on the Web. Understand Web site usability. Communicate effectively with customers on the Web.

Assessment: Written exam and written chapter exercises.

4. Differentiate between product-based and customer-based marketing strategies. Communicate with different market segments. Understand customer relationship intensity and the customer relationship life cycle. Describe advertising on the Web. Search engine positioning and domain name selection.

Assessment: Written exam and written chapter exercises.

5. Understand how businesses use the Internet to improve purchasing, logistics, and other support activities. Explain the use of electronic data interchange (EDI) and how some businesses have moved some of their EDI operations to the Internet. Understand supply chain management and how businesses are using Internet technologies to improve it. Describe electronic marketplaces and portals that make purchase-sale negotiations easier and more efficient.
6. Describe social networking and online business activities. Describe the use of mobile devices to do business online. Understand online auctions and auction-related businesses.

Assessment: Written exam and written chapter exercises.

7. Explain the laws that govern electronic commerce activities and the use of intellectual property by businesses. Describe online crime, terrorism, and warfare. Explain the ethics issues that arise for companies conducting electronic commerce. Describe the conflicts between companies' desire to collect and use data about their customers and the privacy rights of those customers. Identify the taxes that are levied on electronic commerce activities.

Assessment: Written exam and written chapter exercises.

8. Describe Web server basics. Identify software for Web servers. Describe e-mail management and spam control issues. Identify Internet and Web site utility programs. Identify web server hardware.

2. Course Assessment:

- a. Assignments: Selected exercises will be assigned to help in the understanding of the course materials.
- b. Exams: These will not be cumulative (except to the extent that one part builds upon another). They may cover one or more chapters at a time.

3. **Note: It is a policy for this course that after the due date there will be no make-up or reposition for the work required; this policy includes homework assignments, and online tests. Participation in the course is mandatory, assignments and exams are equivalent to class meetings in a face-to-face format. After missing 4 assignments and/or exams the student will be dropped from the course.**

4. Course Grading:

The projected cutoff point for A's, B's, C's, and D's are based on a 90%, 80%, 70%, and 60%, respectively.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard, which require secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

CLASS SCHEDULE FOR MISY 4350 E-COMMERCE

Date	Topic	Chapter	Assessment (Content area of the Blackboard)
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Sep 8	Introduction to Electronic Commerce	1	Complete assessment for Chapter 1 Case Assignment (no textbook) 20 pts.
Sep 15	Technology Infrastructure: The Internet and the World Wide Web	2	Complete assessment for Chapter 2 Essay questions assignment 25 pts.
Sep 24	Selling on the Web	3	Complete assessment for Chapter 3 Short Quiz 20 pts.
Oct 2	Marketing on the Web	4	Complete assessment for Chapter 4 Exam 1 Ch 1-4 60 pts.
Oct 13	Business-to-Business Activities: Improving efficiency and reducing Costs.	5	Complete assessment for Chapter 5 Short Quiz 20 pts.
Oct 23	Social Networking, Mobile commerce, and Online Auctions	6	Complete assessment for Chapter 6 Essay questions assignment 25 pts.
Nov 3	The Environment of Electronic Commerce: Legal, Ethical and Tax Issues	7	Complete assessment for Chapter 7 Exam 2 Ch 5-7 60 pts
Nov 13	Web Server Hardware and Software	8	Complete assessment for Chapter 8 Essay questions assignment 25 pts.
Nov 21	Electronic Commerce Software	9	Complete assessment for Chapter 9 Short Quiz 20 pts.
Dec 4	Electronic Commerce Security	10	Complete assessment for Chapter 10 Exam 3 Ch 8-10 60 pts