



# Lincoln University

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## BA 354 – eCommerce

### COURSE SYLLABUS

Fall 2016

- Lecture Schedule:** Tuesday, 12:30 PM – 3:15 PM  
**Credit:** 3 units (45 lecture hours)  
**Instructor:** Prof. Sergey K. Aityan  
**Office Hours:** Monday, 2:15 PM – 3:15 PM  
Tuesday, 11:15 AM – 12:15 PM  
Students are advised to schedule appointments by signing their names on the appointment list which is located on the information board next to the professor's office that will ensure exact appointment time without waiting.  
**e-mail:** [aityan@lincolnuca.edu](mailto:aityan@lincolnuca.edu)  
**☎:** (510) 628-8016
- Assistant to the Instructor:** Genadi Feldman  
e-mail: genkaf@gmail.com
- Textbook:** **1. Main Textbook:**  
Kenneth Laudon and Carol Traver  
e-Commerce (2012), 8<sup>th</sup> Edition, *Pearson*  
ISBN-10: 0138018812  
ISBN-13: 978-0138018818  
\*\*\* previous editions of this book are okay too \*\*\*
- Last Revision:** August 9, 2016

### CATALOG DESCRIPTION

This course provides understanding of eCommerce 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. 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)

### COURSE OBJECTIVES

- To introduce students to the basic concepts of eCommerce, its major challenges and strategies in global environment.
- To introduce students to a variety of eCommerce approaches and directions.
- To introduce students to strategic and tactical aspects of eCommerce.

- To introduce students to technical and social challenges of eCommerce

### **PROCEDURES AND METHODOLOGY**

Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

### **COURSE PROJECT**

Every student must complete and submit a course project. The project includes an idea of a new eCommerce business, its strategy and tactics, and live implementation on a prototype level.

### **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 essay to answer the given questions. Each exam includes six questions. The essay must be written clearly and easy to read, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The final exam is comprehensive, i.e. includes the whole course. The exams are neither “open book” nor “open notes.”

Cheating in exam results in immediate termination of the exam, grade “F” with ZERO points, and report to the dean.

### **GRADING AND SCORING**

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

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

In exams every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam.

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.

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Course project		20%
Mid-term exam	In the middle of the course	30%
Final exam	Last week of the course	30%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for the project and classroom activities.

**COURSE SCHEDULE**

Lectures		Topic	Chapters
#	Date		
1	23-Aug	About the Course The revolution is just beginning	Ch. 1
2	30-Aug	eCommerce business models and concepts	Ch. 2
3	6-Sep	eCommerce infrastructure: the internet, web, and mobile platform	Ch. 3
4	13-Sep	Building an eCommerce presence; websites, mobile sites, and apps	Ch. 4
5	20-Sep	eCommerce security and payment systems	Ch. 5
6	27-Sep	eCommerce marketing concepts: social, mobile, local	Ch. 6
7	4-Oct	Midterm Exam	Ch. 1-6
8	11-Oct	Ecommerce marketing communications	Ch. 7
9	18-Oct	Ethical, social, and political issues in eCommerce	Ch. 8
10	25-Oct	Online retail and services	Ch. 9
11	1-Nov	Online content and media	Ch. 10
12	8-Nov	Social networks, auctions, and portals	Ch. 11
13	15-Nov	B2B eCommerce: supply chain management and collaborative commerce	Ch. 12
	22-Nov	Thanksgiving	
14	29-Nov	Comprehensive Final Exam	Ch. 1-12
15	6-Dec	Course Project Presentations and Defense	

**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.