



Lincoln University

Course Title: E-Commerce
Course No.: BA 354
Units : 3 (45 lecture hours)
Class Hours: Tues12:30-3:15 PM

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Updated: Aug 10, 2017

Textbook:

- E-commerce 2015, by Laudon & Traver, 11th Edition, Pearson Publications, 2015, ISBN10:0133507165
- Various other resources from industry publications

Catalog 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, art, and others. The course describes the ecommerce industry, market, strategies, technologies used in electronic commerce; discusses the resulting changes in organizational structure and societal behavior; seeks to understand the forces that drive these changes; and discusses forward-looking perspectives of e-commerce.

Detailed Course description

This course will deal with the three driving forces influencing e-commerce today: business development and strategies, technological innovations, and social impacts. The course will use concepts from economics, marketing, finance, sociology, and more to analyze the current e-commerce environment, digital markets, and online business firms. The overall discussion in class will focus on improving the student's cognitive ability to analyze, synthesize, and evaluate e-commerce businesses.

Course Learning Outcomes

	Course Learning Outcomes	Assessment Activities
1	Analyze online business models	Case studies, midterm, final exam
2	Describe e-commerce infrastructure technologies	Case studies, midterm, final exams
3	Evaluate social issues affected by online businesses	Case studies, midterm, final exams
4	Implement online methodologies	Team Project, midterm, final exam

Instructional Methodology

This class offers a highly interactive learning environment. All students will eventually participate in class discussions, research findings, and class exercises. Short oral presentations may also be assigned. Assignments will be given weekly and may consist of textbook exercises and research questions. Attendance is highly encouraged as exams may include questions from class discussion. Students will benefit from using a laptop, the computer lab, and the school library.

The assigned textbook will be the basic resource to suggest topics for discussion in class, therefore students are highly encouraged to purchase it.

Standards

Standards for this class are similar to those found in professional organizations. Punctuality and deliverables are very important. All assignments are due on the date indicated and collected during the first 10 minutes of the class. Late assignments will not be collected or graded. Make-up exams are allowed only due to a documented medical excuse. Students are encouraged to study and work in groups for enhanced learning.

Project

Project work is designed to familiarize students with the integration of business and technology concepts currently used in the e-commerce business. Projects may be assigned individually or as a group. If as a group, the grade is the same for all members. Drafts may be evaluated on an agreed upon schedule during the semester. Final deliverable will be turned in as a hard copy. Plagiarism is not allowed; all sources must be referenced. APA standard is required.

Testing

Typically, the semester class will consist of two or three exams of equal weight throughout the semester. All exams are individual deliverables. They are essay-type and consist of short answers related to the material being discussed. The exam format is closed book with no electronic devices allowed. Failure to follow instructions during exams will result in 0 points earned for that exam.

Grading

Quizzes, homework assignments, exams, and the project allow a student to accumulate points throughout the semester. These total earned points are added and divided by the total possible as a percentage. This percentage translates into a letter grade as described below.

Exams and Project are typically worth 100 pts each (~ 75% of the total points). Homework and quizzes from 5-10 pts (~ 25% of the total points). Assuming that 2 exams, one

project, and 10 homework/quiz assignments are given, this will mean a total possible of 400 points could be accumulated. The student grade will be calculated as follows:

$$\text{Grade} = (\text{Student's score} / \text{Total possible points}) * 100 = \%$$

A final grade is then assigned as follows:

Point/Grade Conversion

100 - 95	A	76 - 74	C
94 - 90	A-	73 - 70	C-
89 - 87	B+	69 - 67	D+
86 - 84	B	66 - 60	D
83 - 80	B-	59 or less	F
79 - 77	C+		

Course Outline and Assignments

This is a proposed schedule. It will change according to class progress or student interests.

Session	Class activity. Lecture & Discussion	Homework (10 pts each)
Session 1	Syllabus. Project discussion/assignment Ch1-The revolution is just beginning. Key terms review	Read Ch1 & 2 Do Ch1-Quest1-10 Read Ch 2
Session 2	Ch2-E-commerce business models Key terms review	Read Ch 3 Do Ch2-Quest1-10
Session 3	Ch3-E-commerce infrastructure Key terms review	Do Ch3-Quest1-10 Read Ch 4
Session 4	Ch4-Building E-commerce presence Key terms review	Do Ch4 -Quest 1-10 Exam preparation
Session 5	Review and Exam #1	Read Ch 5
Session 6	Ch5-E-commerce security, payment systems Key terms review	Do Ch5-Quest1-10 Read Ch 6
Session 7	Ch6- E-commerce marketing and advertisement Key terms review	Read Ch 7 Do Ch 6 Quest 1-10
Session 8	Ch7-Social, mobile, and local marketing Key terms review	Read Ch 2 Do Ch 7 -Quest 1-10
Session 9	Special : The Cloud	Exam preparation
Session 10	Review and Exam #2	Read Ch9
Session 11	Ch 9- Online retailing Key terms review	Read Ch 10 Do Ch9-Quest1-10
Session 12	Ch10 -Online content and media Key terms review	Do Ch10-Quest1-10 Read Ch11
Session 13	Ch 11-Social networks Key terms review	Do Ch11-Quest 1-10 Read Ch 12
Session 14	Ch12-B2B E-commerce Key term review	Exam preparation
Session 15	Review and Exam #3 - Project delivery	

Faculty Information

Academic: BA Physics, BS Mathematics, MS Electrical Engineering, MBA, DBA

Professional Experience: IT Manager with senior and executive experience at high-tech companies in Silicon Valley. International consulting and training experience focused in systems integration and optimization of information capabilities in various industries.

Appendix. Program and Institutional Learning Outcomes.

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework