Lincoln University

BA 354 – E-Commerce
COURSE SYLLABUS
Spring, 2018

Instructor:	Prof. Walter Kruz, PhD
Lecture Schedule:	Saturdays; 12:30PM – 3:45PM
Credits:	3 units / 45 lecture hours
Level:	Mastery 2 (M2)
Office Hours:	Thurs 12:00 - 12:30 PM, and Sat 9:00-12:30 PM, or by appointment
	e-mail: wkruz@lincolnuca.edu
Textbooks:	E-commerce 2015, 11th edition, 2015, by Laudon & Traver, ISBN 10: 0133507165
Last Revision:	January 14, 2018

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.

EDUCATIONAL OBJECTIVES

Develop competence and understanding in the implementation of business models online. Students will learn how to conduct business utilizing the power of the internet as well as the underlying technologies that make this business revolution possible.

COURSE LEARNING OUTCOMES[1]

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Develop and exhibit applied and theoretical knowledge in the field of E-commerce	PLO 1	ILO 1b, ILO 2b	Homework assignments, quizzes, project assignment, exams

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[1] Detailed description of learning outcomes and information about the assessment procedure are available at the Center for Teaching and Learning website (ctl.lincolnuca.edu).

2	Communicate new developments in related technologies such as blockchain and cryptocurrencies	PLO 3	ILO 2b, ILO 7b	Research assignments, quizzes, project assignment, exams, technical presentations
3	Demonstrate autonomy, creativity, and responsibility for managing professional practices	PLO 4	ILO 4b, ILO 5b, ILO 6b	Class activities, project teamwork, technical presentations
4	Demonstrate leadership and set strategic objectives for team performance	PLO 5	ILO 4b, ILO 5b	Homework assignments, technical presentations

INSTRUCTIONAL METHODS
This is a direct classroom instruction course.
This class offers a highly interactive learning environment. All students will participate in class discussions, research findings, and class exercises. Short oral presentations will be assigned. Assignments will be given weekly and may consist of textbook cases and research questions.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the Center for Teaching and Learning website (ctl.lincolnuca.edu).

CLASS ATTENDANCE
Attendance is a school requirement. Exams may include questions from class discussions.

EXAMS
Typically, the class will consist of several exams of equal weight as well as homework and quizzes throughout the semester. All exams are individual deliverables. They consist mostly of short answers related to the material being discussed. The exam format is closed book with no electronic devices allowed. Failure to follow exam rules will earn 0 points or "F" grade for that exam.

COURSE PROJECT
A project, if assigned, will describe the online implementation of a chosen business model chosen by the student. A written report, following the APA standard, and including a Turnitin score, will summarize this research.

GRADING POLICY

Percentage	Grade
90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
below 60%	F

Weights	
Homework	10%
Quizzes	10%
Midterm Exams (each) (3)	20%
Individual Research Project	20%

COURSE SCHEDULE

Week	Topic
1	Course Introduction: The E-commerce revolution
2	E-commerce business models
3	E-commerce infrastructure
4	Building an E-commerce presence
5	**Exam 1**
6	E-commerce security I
7	E-commerce marketing
8	Social, mobile, local marketing
9	Online retailing
10	**Exam 2**
11	Online content
12	Social networks
13	Supply Chain
14	E-commerce technology review and issues
15	**Exam 3**