Lincoln University

BA 354 – E-Commerce
COURSE SYLLABUS
Fall 2019

Instructor:	Dr. Walter Kruz, DBA
Lecture Schedule:	Tuesday, 12:30 PM – 3:15 PM
Credits:	3 units / 45 lecture hours
Level:	Mastery 1 (M1)
Office Hours:	Tuesday, Thursday, 12:00 PM - 12:30 PM, or by appointment
	Room 402
	e-mail: wrkruz@lincolnuca.edu
Main Textbook:	E-commerce 2016, 11th edition, 2015, by Laudon & Traver, ISBN 10: 0133507165
Last Revision:	August 8, 2019

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
2	Communicate new developments in related technologies such as block chain and cryptocurrencies	PLO 3	ILO 2b, ILO 7b	Research assignments, quizzes, project assignment, exams, technical presentations

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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).

| 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%
Total	100%

TENTATIVE CLASS SCHEDULE

Sessions	Date	Topic	Assignment
Session 1	20 Aug	Course Introduction: The E-commerce revolution	Short essay summarizing discussion
Session 2	27 Aug	E-commerce business models	Short essay
Session 3	3 Sep	E-commerce infrastructure	Short essay
Session 4	10 Sep	Building an E-commerce presence	Short essay
Session 5	17 Sep	**Exam 1**	
Session 6	24 Sep	E-commerce security I	Short essay
Session 7	1 Oct	E-commerce marketing	Short essay
Session 8	8 Oct	Social, mobile, local marketing	Short essay
Session 9	15 Oct	Online retailing	Short essay
Session 10	22 Oct	**Exam 2**	
Session 11	29 Oct	Online content	Short essay
Session 12	5 Nov	Social networks	Short essay
Session 13	12 Nov	Supply Chain	Short essay
Session 14	19 Nov	E-commerce technology review and issues	Short essay
	26 Nov	Thanksgiving Break – No Class	
Session 15	3 Dec	**Exam 3**	

SCHEDULE OF TESTING

Week	Test
5	Exam 1
10	Exam 2
15	Exam 3