



# Lincoln University

## BA 354 – E-Commerce

### COURSE SYLLABUS

Fall, 2020

**Instructor:** Mr. Abhishek Vaidya  
**Lecture Schedule:** Monday, 12:30 PM – 3:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 1 (M1)  
**Office Hours:** Before and after class, or by appointment  
E-mail: [abhishek@lincolnuca.edu](mailto:abhishek@lincolnuca.edu)

**Textbooks:** Electronic Commerce, 12<sup>th</sup> Edition, by Gary P. Schneider  
ISBN-10: 1-305-86781-5  
(*Previous editions are okay.*)

**Prerequisites:** *None*  
**Last Revision:** August 8, 2020

### COURSE 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.

### COURSE 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<sup>1</sup>**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment Activities</b>
	Develop and exhibit applied and theoretical knowledge in the field of E-commerce	PLO 1	ILO 1b, ILO 2b	Assignments, classroom participation, case studies, quizzes/exams
	Communicate new developments in related technologies such as block chain and cryptocurrencies	PLO 3	ILO 2b, ILO 7b	Assignments, classroom participation, case studies, quizzes/exams
	Demonstrate autonomy, creativity, and responsibility for managing professional practices	PLO 4	ILO 4b, ILO 5b, ILO 6b	Assignments, classroom participation, case studies, quizzes/exams
	Demonstrate leadership and set strategic objectives for team performance	PLO 4	ILO 4b, ILO 5b	Assignments, classroom participation, case studies, quizzes/exams

**INSTRUCTIONAL METHODS**

This is a direct classroom instruction course. Lecture method is used in combination with group discussions, case studies, and outside readings, as assigned. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity. Reading, writing, and computer assignments will be given throughout the course. There may be group presentations by students on the project assignments during class. Student's classroom activities will be graded by the level of class participation and attendance.

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](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

**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.

**ASSIGNMENTS & QUIZZES**

Written or oral quizzes will be given every week. Students must complete all assignments and take all quizzes, mid-term exam and final exam ON THE DATES DUE. Each assignment is due at the beginning of the following class. You can return your assignments electronically if you

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

desire. Late submission of assignments will be assessed a penalty of 10%. Quizzes are based on the lecture and material in the assignment and will take place at the beginning of the course.

### ASSESSMENT

Attendance and classroom activities	every week	10%
Assignments	every week	10%
Quizzes	as scheduled	10%
Mid-term exam	as scheduled	30%
Final exam	as scheduled	40%
Total		100%

There will be no make-up for a missed participation in a classroom activity. No make-up exams will be given unless you have the instructor's prior approval obtained in person before the exam date, with the exception of an extreme emergency. Late assignments will get no credit or reduced credit. **Cheating or plagiarism will result in an "F" grade.**

### GRADING

Grades will be determined according to the following percentages awarded for completed work:

100-93	92-90	89-87	86-83	82-80	79-77	76-73	72-70	69-67	66-60	59-0
A	A-	B+	B	B-	C+	C	C-	D+	D	F

### CLASSROOM POLICY

- Students are encouraged to participate in group discussions and class activities.
- Students are required to arrive to class on time.
- If a student misses a class, s/he is 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 be silenced.
- Questions and comments during the class are welcome.

**SCHEDULE OF TOPICS**

Please read every chapter of the textbook before you come to class.

<b>Dates</b>	<b>Topics</b>	<b>Chapters</b>
Aug 24	Introducing to Electronic Commerce	1
Aug 31	Technology Infrastructure: Internet & WWW	2
<b>Sep 7</b>	<b>No Class – Labor Day</b>	
Sep 14	Selling on the Web	3
Sep 21	Marketing on the Web	4
Sep 28	Business to Business Activities	5
Oct 5	Social Networking, Mobile Commerce & Online Auction	6
<b>Oct 12</b>	<b>Midterm Exam</b>	
Oct 19	The Environment of E-Commerce: Legal, Ethical, and Tax Issues	7
Oct 26	Webserver Hardware & Software	8
Nov 2	E Commerce Software	9
Nov 9	Electronic Commerce Security	10
Nov 16	Payment System for E Commerce	11
Nov 23	Managing Electronic Commerce Implementations	12
Nov 30	Course Review / Project Presentations	
<b>Dec 7</b>	<b>Final Exam</b>	

**MODIFICATION OF THE SYLLABUS**

The instructor reserves the right to modify this syllabus at any time during the semester. An announcement of any changes will be made in the classroom.