



Lincoln University

BA354 E-commerce

COURSE SYLLABUS

Spring 2023

Instructor:	Prof. Alexey Brudno
Lecture Schedule:	Wednesday, 12:30 PM – 03:15 PM https://us06web.zoom.us/j/84688873719 Meeting ID: 846 8887 3719 Passcode: 181010
Credits:	3 units (45 lecture hours)
Level:	Mastery 1 (M1)
Contact information:	e-mail: abrudno@lincolnuca.edu
Textbook:	Kenneth Laudon and Carol Traver e-Commerce 2020-2021, 17 th Edition, <i>Pearson</i> *** previous editions of this book are okay too ***
Last Revision:	December 02, 2022

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 e-commerce 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 (3 units).

COURSE OBJECTIVES

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

COURSE LEARNING OUTCOMES

	Course LO¹	Program LO	Institutional LO	Assessment
1	Develop and exhibit applied and theoretical knowledge in the field of e-Commerce	PLO 1	ILO 1b, ILO 2b	Course project, quizzes, midterm/final exam
2	Develop ability to evaluate and optimize online business models	PLO 2	ILO 2b, ILO 4b	Course project
3	Communicate new developments in related technologies such as blockchain and cryptocurrencies	PLO 3	ILO 2b, ILO 7b	Research assignments
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices	PLO 4	ILO 4b, ILO 5b, ILO 6b	Class activities, project teamwork, technical presentations
5	Demonstrate leadership and set strategic objectives for team performance	PLO 5	ILO 4b, ILO 5b	Course project, technical presentations

PROCEDURES AND METHODOLOGY

This is an online instruction course. Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing assignments and projects require students to actively use resources of the library. A 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).

COURSE PROJECT

- Projects will be developed by designated teams.
- Every student must complete and submit a course project.
- The project includes an idea of a new e-Commerce business, its strategy and tactics, and implementation presentation on a prototype level.

REQUIREMENTS

Continuous assessment is emphasized. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due.

Plagiarism will result in the grade “F” and a report to the administration.

¹ 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.

EXAMS

Both, midterm and final exams are structured as written true/false and multiple-choice questions that cover the theoretical material. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. 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.

GRAIDING AND SCORING

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

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.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	F
Points	94-100	90-93	87-89	84-86	80-83	77-79	74-76	67-69	60-66	0-59

The final grade for the course will be given as a weighted score for all activities.

Activity	Time	Percent
Attendance, Quizzes	During the course	10%
Midterm exam	According to schedule	20%
Final exam	According to schedule	30%
Course project	According to schedule	40%
Total		100%

COURSE SCHEDULE

Class	Date	Topic	Book chapter
Lecture 1	01/25	Introduction to e-Commerce course	Ch. 1
Lecture 2	02/01	e-Commerce Business Models	Ch. 2
Lecture 3	02/08	e-Commerce Infrastructure	Ch. 3
Lecture 4	02/15	Building a e-Commerce system	Ch. 4
Lecture 5	02/22	e-Commerce Security	Ch. 5
Lecture 6	03/01	e-Commerce Marketing and Advertising	Ch. 6
Midterm Exam	03/08	Midterm Exam	Ch. 1-6
Spring break	03/15	Spring recess – no classes	
Lecture 7	03/22	Social, Mobile and Local Marketing	Ch. 7
Lecture 8	03/29	Ethics, Law, and e-Commerce	Ch. 8
Lecture 9	04/05	e-Commerce Retail and B2B systems	Ch. 9, 12
Lecture 10	04/12	Online Media and Online Communities	Ch. 10, 11

Lecture 11	04/19	e-Government (G2G, G2C, G2B)	Special topic
Project workshop	04/26	Course Project Workshop	
Final Exam	05/03	Final Exam	Ch. 1-12
Project presentations	05/10	Course Project Presentations	

CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to the following:

- a) plagiarism;
- b) copying or attempting to copy from others during an examination or on an assignment;
- c) communicating test information and/or solutions with another person during an examination;
- d) allowing others to do an assignment or portion of an assignment;
- e) using a commercial term paper service.

Penalties for cheating and plagiarism range from 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

LETTERS OF RECOMMENDATION

Letters of recommendation will be provided upon request to students, who have completed all course requirements and received grade "A" for the course.

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.