



# Lincoln University

## BA 264 E-commerce

### COURSE SYLLABUS

Spring 2024

|                      |   |
|----------------------|---|
| Instructor:          | Prof. Alexey Brudno   |
| Lecture Schedule:    | Wednesday, 12:30 PM – 03:15 PM (online)   |
| Zoom Link:           | Will be provided  |
| Credits:             | 3 units (45 lecture hours)  |
| Level:               | Advanced (A)  |
| Contact information: | e-mail: <a href="mailto:abrudno@lincolnuca.edu">abrudno@lincolnuca.edu</a>  |
| Textbook:            | Kenneth Laudon and Carol Traver e-Commerce 2020-2021,<br>17th Edition, Pearson<br>*** previous editions of this book are okay too *** |
| Last Revision:       | December 15, 2023   |

#### 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). *Prerequisite: BA 10 or BA 160*

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

|   | <b>Course LO</b>   | <b>Program LO</b> | <b>Institutional LO</b> | <b>Assessment</b>                |
|---|--|-------------------|-------------------------|----------------------------------|
| 1 | Develop and exhibit applied and theoretical knowledge in the field of e-Commerce           | PLO 1             | ILO 1a, ILO 2a          | Quizzes, midterm/final exam      |
| 2 | Develop ability to evaluate and optimize online business models                            | PLO 2             | ILO 2a, ILO 4a          | Quizzes                          |
| 3 | Communicate new developments in related technologies such as blockchain and cryptocurrency | PLO 3             | ILO 2a, ILO 7a          | Research assignments             |
| 4 | Demonstrate autonomy, creativity, and responsibility for managing professional practices   | PLO 4             | ILO 4a, ILO 5a, ILO 6a  | Class activities,                |
| 5 | Demonstrate leadership and set strategic objectives for team performance                   | PLO 5             | ILO 4a, ILO 5a          | Quizzes, 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 quizzes 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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

**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.

**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.

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

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     | 25%         |
| Mid-term exam       | According to schedule | 30%         |
| Final exam          | According to schedule | 45%         |
| <b>Total</b>        |                       | <b>100%</b> |

### COURSE SCHEDULE

| Class         | Date     | Topic                                       | Book chapter             |
|---------------|----------|---|--------------------------|
| Lecture 1     | 01/24    | Introduction to e-Commerce course           | Ch. 1                    |
| Lecture 2     | 01/31    | e-Commerce Business Models                  | Ch. 2                    |
| Lecture 3     | 02/07    | e-Commerce Infrastructure                   | Ch. 3                    |
| Lecture 4     | 02/14    | Building an e-Commerce system               | Ch. 4                    |
| Lecture 5     | 02/21    | e-Commerce Security                         | Ch. 5                    |
| Lecture 6     | 02/28    | e-Commerce Marketing and Advertising        | Ch. 6                    |
| Midterm exam  | 03/06    | Midterm Exam                                | Ch. 1-6                  |
| Spring recess | 03/12-16 | Spring recess – no classes                  |                          |
| Lecture 7     | 03/20    | Social, Mobile and Local Marketing          | Ch. 7                    |
| Lecture 8     | 03/27    | Ethics, Law, and e-Commerce                 | Ch. 8                    |
| Lecture 9     | 04/03    | e-Commerce Retail and B2B systems           | Ch. 9, 12                |
| Lecture 10    | 04/10    | Online Media and Online Communities         | Ch. 10, 11               |
| Lecture 11    | 04/17    | e-Government (G2G, G2C, G2B)                | Special topic            |
| Lecture 12    | 04/24    | Artificial Intelligence in e-Commerce       | Special topic            |
| Final exam    | 05/08    | Final Exam                                  | Ch. 1-12, special topics |
| Final class   | 05/15    | The course final grades and closing remarks |                          |

### 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.