



# Lincoln University

## BA 354 – eCommerce

### COURSE SYLLABUS

Fall 2012

**Lecture Schedule:** Wednesday, 3:30 PM – 6:15 PM  
**Credit:** 3 units (45 lecture hours)  
**Instructor:** Prof. Sergey Aityan  
**Office Hours:** Tuesday, 11:00 AM – 12:00 PM (noon)  
Thursday, 2:00 PM – 3:00 PM  
Students are advised to schedule appointments by signing their names on the appointment list which is located on the information board next to the professor's office that will ensure exact appointment time without waiting.  
**e-mail:** [aityan@lincolnuca.edu](mailto:aityan@lincolnuca.edu)  
**☎:** (510) 628-8016

**Textbook:**           **1. Main Textbook:**  
Kenneth Laudon and Carol Traver  
e-Commerce (2012), 8<sup>th</sup> Edition, *Pearson*  
ISBN-10: 0138018812  
ISBN-13: 978-0138018818  
\*\*\* previous editions of this book are okay too \*\*\*

**Last Revision:**     July 25, 2012

### 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 and art. The fundamental architecture of information processing within a firm is changing as new Internet technologies appear. Internet technologies are also having a broad impact on the management of firms and their overall success. This course describes the technologies used in electronic commerce; discusses the resulting changes in organization structure, industry, and societal behavior and seeks to understand the forces that bring these changes; and, where possible, extrapolates to the future years. (3 units)

### COURSE OBJECTIVES

- To introduce students to the basic concepts of eCommerce, its major challenges and strategies in global environment.

- To introduce students to a variety of eCommerce approaches and directions.
- To introduce students to strategic and tactical aspects of eCommerce.
- To introduce students to technical and social challenges of eCommerce

### PROCEDURES AND METHODOLOGY

Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity

### COURSE PROJECT

Every student must complete and submit a course project. The project includes an idea of a new eCommerce business, its strategy and tactics, and live implementation on a prototype level.

### 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 essay to answer to the given questions. The essay must be written structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are neither “open book” nor “open notes.”

### GRADING AND SCORING

The final grade for the course consists of the following components weighted as shown in the table below:

Activity	Time	Percent
Quizzes, home tasks, classroom activities, and special assignments	Every week	20%
Mid-term exam	In the middle of the course	30%
Course project	To submit a week before the last week of the course	20%
Final exam	Last week of the course	30%

All results of written test will employ a numerical scoring system that is convertible to grades as indicated below.

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-

77-79	C+
73-76	C
70-72	C-
66-69	D+
60-65	D
0-59	F

The final grade for the course will be given by the cumulative score calculated as weighted scores for each activity according to the percentage shown in the table above.

### **COURSE SCHEDULE**

<b>Lectures</b>	<b>Topic</b>	<b>Chapters</b>
1	About the Course The revolution is just beginning	Ch. 1
2	eCommerce business models and concepts	Ch. 2
3	eCommerce infrastructure: the internet, web, and mobile platform	Ch. 3
4	Building an eCommerce presence; websites, mobile sites, and apps	Ch. 4
5	eCommerce security and payment systems	Ch. 5
6	eCommerce marketing concepts: social, mobile, local	Ch. 6
7	(a) Review (b) Midterm Exam	Ch. 1-6
8	Ecommerce marketing communications	Ch. 7
9	Ethical, social, and political issues in eCommerce	Ch. 8
10	Online retail and services	Ch. 9
11	Online content and media	Ch. 10
12	Social networks, auctions, and portals	Ch. 11
13	B2B eCommerce: supply chain management and collaborative commerce	Ch. 12
14	Course Project Defenses	
15	(a) Review (b) Comprehensive Final Exam	Ch. 1-12

### **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.