



Lincoln University

BA 354 – eCommerce

COURSE SYLLABUS

Spring 2014

Lecture Schedule: Thursday, 12:30 PM – 3:15 PM
Credit: 3 units (45 lecture hours)
Instructor: Prof. Sergey K. Aityan
Office Hours: Monday, 11:15 AM – 12:15 PM
Thursday, 11:15 AM – 12:15 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
☎: (510) 628-8016

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

Last Revision: January 12, 2014

CATALOG DESCRIPTION

This course provides understanding of eCommerce 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. 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 the given questions. Each exam includes six questions. The essay must be written clearly and easy to read, 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 final exam is comprehensive, i.e. includes the whole course. The exams are neither “open book” nor “open notes.”

GRADING AND SCORING

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

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

In exams every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam.

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.

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

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for the project and classroom activities.

COURSE SCHEDULE

Lectures		Topic	Chapters
#	Date		
1	23-Jan	About the Course The revolution is just beginning	Ch. 1
2	30-Jan	eCommerce business models and concepts	Ch. 2
3	6-Feb	eCommerce infrastructure: the internet, web, and mobile platform	Ch. 3
4	13-Feb	Building an eCommerce presence; websites, mobile sites, and apps	Ch. 4
5	20-Feb	eCommerce security and payment systems	Ch. 5
6	27-Feb	eCommerce marketing concepts: social, mobile, local	Ch. 6
7	6-Mar	(a) Review (b) Midterm Exam	Ch. 1-6
8	13-Mar	Ecommerce marketing communications	Ch. 7
	20-Mar	Easter Break – No classes.	
9	27-Mar	Ethical, social, and political issues in eCommerce	Ch. 8
10	3-Apr	Online retail and services	Ch. 9
11	10-Apr	Online content and media	Ch. 10
12	17-Apr	Social networks, auctions, and portals	Ch. 11
13	24-Apr	B2B eCommerce: supply chain management and collaborative commerce	Ch. 12
14	1-May	Final Project Presentations	
15	8-May	(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.