**INSY 3330 - 001 Introduction to E-Commerce**

**Spring 2015**

**“Communications is at the heart of e-commerce and community."**[@MegWhitman](https://twitter.com/MegWhitman)

**INSTRUCTOR:** Rahul Dwivedi

**OFFICE:** COBA Room 504

**PHONE**: 817-272-3562

**E-MAIL:** dwivedi@uta.edu

**COURSE WEB SITE:** https://elearn.uta.edu

**OFFICE HOURS: TBA**

**CLASS TIME AND PLACE: Monday Wednesday Friday 9:00 – 9:50 A.M.**

**CLASS MEETING:** COBA Room 154

**PREREQUISITES:**  INSY 2303 (BUSA 2303)

**COURSE DESCRIPTION:** This course examines current and projected developments in electronic commerce. Topics include the information technologies upon which electronic commerce is based, such as new e-commerce and mobile commerce business models; the telecommunications infrastructure; electronic consumers and advertising; electronic financial markets and digital payment mechanisms; marketing through digital storefronts and virtual corporations; new frontiers of business such as electronic auctions and business-to-business e-commerce; the relationship between e-commerce and successful business strategy; social media; the effect of e-commerce on logistics and supply chain management; and social, legal and policy impact of e-commerce.

**STUDENT LEARNING OUTCOMES:** By the end of the course,the student will be able to:

* Identify the major e-commerce and mobile commerce business models.
* Identify the basic e-commerce technology infrastructure.
* Describe the major security threats to e-commerce.
* Discuss the various e-commerce payment systems.
* Identify the basic concepts of e-commerce marketing.
* Discuss the major social, legal, and ethical issues associated with e-commerce.
* Identify the basic concepts of supply chain management and collaborative commerce as related to e-commerce.

**REQUIRED MATERIALS:**

Laudon and Traver. *E-Commerce 2014: Business. Technology, Society, 10/e* Pearson Education.

Cases and articles for individual assignments, surprise quizzes and class discussions

(to be posted at Blackboard website).

Library resources: <http://www.uta.edu/library>

**COURSE REQUIREMENTS:** Students are expected to ***arrive on time***, **turn *off all sound generating devices*** (cell phones, pagers, PDAs, etc.) and ***remove headphones*** (music or cell phone, wired or wireless).

Before class, each student should have read the assigned material and be ready to participate in class discussion. You are responsible for all materials in the assigned chapters whether or not covered in class, unless otherwise stated.

**CLASS POLICIES:** All due dates can also be found from the course schedule table below or online course calendar.

***Quizzes, Attendance & Discussion:*** Attendance is mandatory. Participation in discussion is strongly encouraged. There will be random quizzes during the classes. Together they account for up to 10% of the total grade. I will check attendance randomly for a number of times throughout the semester. Your first absence is not counted. You will lose points for each absence starting from the second absence. Attendance is considered crucial to your success in this class. If you miss a class, you are responsible for the material covered and any announcements.

In order to participate in class discussion by asking interesting questions, expressing opinions on business cases, and commenting on course topics and examples, a full preparation of course materials before each class is required.

***Assignments:*** There are two individual assignments (10% of the grade in total) during the semester. There will at least a week for you to work on an assignment. You are responsible for checking the right file is properly submitted to Blackboard before the deadline. **No late submissions are accepted.**

Each student will participate in a group to give the in-class presentation and a project.

***Group Term Paper Report:*** Each team will prepare a 10-15 page term paper on an assigned e-commerce topic. The term paper can be based on a couple of articles related to the topic from such sources as *WSJ*, *Business week*, *Harvard Business Review*, *NY Times*, and *Mckinsey Quarterly* (5% of the grade). These sources are either available from the library e-journal link <http://liblink.uta.edu/UTAlink/az> or directly accessible from their own websites.

***Group Project and Presentation:*** The group is also required to do the presentation on one of the recent e-commerce trend, technology, phenomenon or issue with respective phenomenon. This presentation will carry 5% of the course grade. The group is also required to submit a written project report (8% of the grade) towards the end of the semester (details of this project along with some sample topics will be provided soon). A progress report (2% of the grade) is required halfway through the semester which may include a short description and introduction to the topic including why the group found the topic to be worth further investigating.

***Exams:*** There will be three exams during the semester. Each exam is worth 20% of your final grade. The exams may consist of objective (T/F and/or multiple-choice) and/or short answer/discussion questions.

You should be on time for all exams. No extra time will be allowed; you must finish with the rest of the class.

**There will be no makeup exams.**  **If you miss a test without a valid excuse, then your grade for that exam will be zero**.  If you miss a test with a valid excuse and provide proper documentation to the instructor, your final exam grade will be used as the grade for the missed exam.  Documentation must be given to your instructor no later than one week following the missed exam, and this policy will apply to only one missed exam.  A grade of zero will be given for any subsequent missed exams.  Examples of valid excuses are serious illness, death in the direct family, and participation in University sponsored events.  Examples of valid documentation are a doctor’s note, death certificate or funeral program, memo from the UTA Athletic Dept, etc.  ***No makeup exams will be given under any circumstance***.

If you have any question concerning a grade you receive on an assignment or exam, it is your responsibility to inform the instructor within one week after the grades are posted.  Grades will not be discussed after that time.

**Important Dates (Refer to the other course schedules on Page 5):**

Jan 21 First day of class

Feb 04 Census Date

Feb 23 Exam 1

Mar 09 - 14 Spring Vacation

Apr 03 Last day to drop class

April 3 Exam 2

May 08 Last day of class

Week of May 11

– May 18 Final exam

**GRADING POLICY**: Grades will be calculated as follows:

|  |  |  |
| --- | --- | --- |
| **Category** | | **Points** |
| Individual work | Surprise Quizzes | 6 |
| Attendance & Class Discussion | 4 |
| Assignment (due 20th February midnight) | 5 |
| Exam I | 20 |
| Exam II | 20 |
| Final exam | 20 |
| **Total individual work** | **75** |
| Group work | Term Paper Report (due 10th April midnight) | 10 |
| Project Progress Report (due 30th March midnight) | 2 |
| Project Report (due 8th May midnight) | 13 |
| **Total group work** | **25** |
| **Total** | | **100** |

* Your letter grade for the course will be determined using the following scale:

90% and above - A 60% - 69.9999% - D

80% - 89.9999% - B Below 60% - F

70% - 79.9999% - C

* Please note that I do *not* curve grades. You will receive the grade that you earn. If you are having difficulties, please make an appointment to talk with me.

**INCOMPLETE GRADES:** Instructors are not obligated to give "incomplete" grades.  A grade of Incomplete will only be given under extraordinary unforeseen circumstances, at the instructor’s discretion, for students who have completed more than 90% of the course and cannot complete the remaining requirements.  Poor performance, absences, and travel are not considered sufficient grounds for incompletes.

**GRADE GRIEVANCES:** Any appeal of a grade in this course must follow the procedures and deadlines for grade-related grievances as published in the current undergraduate catalog. See http://wweb.uta.edu/catalog/content/general/academic\_regulations.aspx#18.

**ACADEMIC INTEGRITY:** All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

**The instructor reserves the right to make changes to the syllabus as necessary by either verbal or written statement. It is the student’s responsibility to be aware of these changes.**

**Class Schedule** (Subject to change)

|  |  |
| --- | --- |
| Week 1 (Jan 21 – 23) | Introduction, Objective, Expectations, Background |
| Week 2 (Jan 26 – 30) | Ch. 1 The Revolution is Just Beginning |
| Week 3 (Feb 2 – 6) | Ch. 2: E-Commerce Business Models |
| Week 4 (Feb 9 – 13) | Ch. 3: E-Commerce Infrastructure |
| Week 5 (Feb 16 – 20) | Ch. 4: Building an E-Commerce Web Site and overview to mobile sites and apps |
| Week 6 Exam – 1 (Feb 23) | Chapter 1 – 4 |
| Week 6 (Feb 25 – 27) | Ch. 5: E-Commerce payment system |
| Week 7 (March 2 – 6) | Ch. 6: E-Commerce Marketing Concepts |
| Week 8 (March 9 – 14) | Spring Break |
| Week 9 (March 16 – 20) | Ch. 7: E-Commerce Marketing Communications |
| Week 10 Exam – 2 (April 3rd) | Chapter 5 – 7 |
| April 6 – 10 | Ch. 10: Online content and media |
| April 13 – 17 | Ch. 11: Social networks, auctions and portals |
| April 20 – 24 | Ch. 11: Social networks, auctions and portals |
| April 27 – May 1 | Portions of Ch. 9: Online Services and Ch. 12 B2B E-Commerce |
| May 4 – May 8 | Portions of Ch. 9: Online Services and Ch. 12 B2B E-Commerce |
| Final Exam (May 11 – May 15)\* | Chapter 9 – 12 |

\* Final date to be announced