

**INSY 3330 - 002 Introduction to E-Commerce
Fall 2017**

“Communications is at the heart of e-commerce and community.” @MegWhitman

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| INSTRUCTOR: | Rahul Dwivedi |
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| COURSE WEB SITE: | https://elearn.uta.edu |
| OFFICE HOURS: | Mon, Wed, Fri after class 10:00 AM to 10:30 AM |
| CLASS TIME AND PLACE: | Monday Wednesday Friday 9:00 – 9:50 A.M. |
| CLASS MEETING: | COBA Room 255 |
| 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 2017: Business, Technology, Society, 13/e* Pearson Education.
Solutions to surprise, announced quizzes and solutions to previous exam 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).

CLASS POLICIES:

Attendance, Quizzes & Discussion:

Attendance is mandatory. Participation in discussion is strongly encouraged. 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. 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.

There will be 5 random surprise quizzes (worth a total of 5 extra points added to your final score). Scantrons are not needed for surprise quizzes and you can submit answers to surprise quizzes on plain paper or question paper itself with your name on it. Each surprise quiz is worth 1 point. All those who submit answers to surprise quizzes irrespective of correct or incorrect answers for all surprise quizzes will get 5 points.

There will also be 5 pre-announced quizzes (worth a total of 10 points) during the classes. You will need scantrons for the pre-announced quizzes.

Exams: There will be three exams during the semester with first exam worth 20%, second exam worth 30% and third exam worth 40% of final grade points. These exams are not comprehensive and subsequent exam(s) will not cover materials covered in previous exam(s). The exams will consist of objective (True/False, fill up the blanks and/or multiple-choice) questions. The exams may have extra point opportunities. You will need scantrons (882e) for all exams.

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 or know in advance that you will not be present during the test and provide proper documentation to the instructor, you may be able to reschedule the test. But this policy of rescheduling applies only to first 2 tests. Rescheduling is not permitted for the final test. 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:

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| Aug 25 | First day of class |
| Sep 04 | Labor Day Holiday |
| Sep 11 | Census Date |
| Week of Sept 25 - Sept 29 * | Exam 1 (weighs 20 %) |
| Week of Oct 23 - Oct 27 * | Exam 2 (weighs 30 %) |
| Nov 01 | Last day to drop class |
| Nov 23 - Nov 24 | Thanksgiving Holidays |
| Dec 06 | Last day of class |
| Dec 13 | Exam 3 (8:00 AM to 10:30 AM) (weighs 40 %) |

* Tentative week in which exam will be scheduled.

GRADING POLICY: Grades will be calculated as follows:

| Category | Points |
|--|--|
| 5 Surprise Quizzes (for extra points; no scantrons needed) | 5 extra points added to final grades |
| 5 Pre-announced quizzes (need scantrons) | 10 |
| Exam I (Chapter I - III) * | 20 |
| Exam II (Chapter IV - VI) * | 30 |
| Exam III (Chapter VII, VIII, X, XI) * | 40 |
| Total | 105 (including 5 extra points for surprise quizzes) |

*All exams require scantrons.

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

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| 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://wwweb.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.