**INSY 3330 – 001**

**Introduction to E-Commerce**

**Fall 2017**

**INSTRUCTOR:** Karen Sarratt Scott

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**OFFICE HOURS:** MW, 10:50 - 11:30, by appointment

**CLASS PLACE/TIME:** N/A (Online)

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

**REQUIRED MATERIALS:**

Laudon and Traver. *E-Commerce 2017: Business. Technology, Society, 13/e* Addison-Wesley

ISBN: 9780134601564\*

Web Cam (for exams)

\* If you have any other version of the textbook, you are responsible for determining the differences between the versions. All assignments, questions, etc come from the 13th edition.

**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 the telecommunications infrastructure; new perspectives on space, time and money in business; electronic consumers and advertising; the effect of e-commerce on logistics and supply chain management; 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; and finally, public policy.

**Student Learning Outcomes**

1. Identify the major e-commerce business models, both business-to-consumer and business-to-business.
2. Identify the basic e-commerce technology infrastructure.
3. Describe the major security threats to e-commerce.
4. Discuss the various e-commerce payment systems.
5. Identify the basic concepts of e-commerce marketing.
6. Discuss the major social, legal, and ethical issues associated with e-commerce.
7. Identify the basic concepts of supply chain management and collaborative commerce as related to e-commerce.

All materials will be delivered through Blackboard. Online discussions and assignments are associated with a specific due date and time. It is essential that work be uploaded to Blackboard by the due date. Work will not be accepted via email. All work must be completed as directed to receive credit. **There will be no makeup exams, and late work will not be accepted.**

**It is your responsibility to make sure that your work is uploaded correctly.** Before submitting your work, please be sure to do the following:

* Double-check your work
* Upload complete and final versions of your work per the instructions;
* Upload the correct copy/version of your work
* Do not wait until the last minute

Once the window for the discussion/assignment/exam closes, you will not be able to submit or make changes. Please see page 3 of this syllabus for all applicable dates and times.

**Course Requirements**

There will be 3 online discussions, 5 assignments, 2 exams, and a comprehensive final exam. Please see the schedule on page 3 of this syllabus for all applicable dates/deadlines.

**Attendance and Readings**

This course will be administered online via Blackboard. As such, there are no class lectures or meetings to attend. All assigned reading is to be done on your own time according to the dates listed in the course schedule (page 3).

**Online Discussions**

Online discussion boards will be available in Blackboard only during the designated date/time specified in the course schedule (page 3). **Students must participate during that time to get credit.**

**Assignments**

Each assignment will be available in Blackboard as indicated in the schedule (page 3) and must be submitted by 11:59 PM on the specified due date. **Late work will not be accepted.**

**Exams**

There will be two regular exams and a comprehensive final exam, each of which may include short answer, multiple choice, true/false, and/or matching questions. **Exams must be taken in Blackboard using the Respondus Monitor (Lockdown Browser using a webcam) and will be available from 10:00 AM – 10:00 PM on the dates specified in the schedule (page 3).** **There will be no makeup exams under any circumstances.** If you miss an exam and have a valid, documented excuse, your final exam grade will be counted for the missed exam. In such cases, the documentation must be received no later than 7-calendar days after the exam. In all other cases, the grade will be a zero.

**"Incomplete" Grades**

A grade of incomplete will only be given under extraordinary unforeseen circumstances at the instructor’s discretion and must be approved prior to the end of the course. Poor performance, absences, forgetting to drop, or travel are not considered sufficient grounds for incompletes. Instructors are not obligated to give "incomplete" grades. To receive an incomplete, 90% of the course must have been completed.

## Point Distribution

|  |  |
| --- | --- |
| Assignment/Exam | **Weight** |
| Assignments (5) | 30% |
| Online Discussions (3) | 6% |
| Exam 1 | 20% |
| Exam 2 | 20% |
| Final Exam | 24% |
| Total | 100% |

**Grades are awarded as follows:**

90 and over A

80 to 89.9 B

70 to 79.9 C

60 to 69.9 D

Below 60 F

**Class Schedule**

|  |  |  |
| --- | --- | --- |
| Date | Topic/Assignment/Exam | Related Material |
| 8/24 – 8/25 | Course Intro | Syllabus  Getting Started Document |
| 8/28 – 9/1 | The Revolution is Just Beginning | Chapter 1 |
| 9/4 – 9/8 | LABOR DAY HOLIDAY (9/4)  E-Commerce Business Models and Concepts | Chapter 2 |
| 9/11 – 9/15 | Online Discussion 1 – 9/15 | TBA |
| 9/18 – 9/22 | E-Commerce Infrastructure  Assignment 1 posted | Chapter 3 |
| 9/25 – 9/29 | Assignment 1 Due – 9/29  Building an E-Commerce Presence | Chapter 4 |
| 10/2 – 10/6 | Exam 1 – 10/2  E-Commerce Security and Payment Systems  Assignment 2 posted | Chapters 1 – 4  Chapter 5 |
| 10/9 – 10/13 | E-Commerce Marketing and Advertising Concepts | Chapter 6 |
| 10/16 – 10/20 | Assignment 2 Due – 10/16  E-Commerce Marketing Communications | Chapter 7 |
| 10/23 – 10/27 | Assignment 3 postedOnline Discussion 2 – 10/27 | TBA |
| 10/30 – 11/3 | Assignment 3 Due – 11/1Exam 2 – 11/3 | 5 – 7 |
| 11/6 – 11/10 | Social Networks, Auctions, and Portals Assignment 4 Posted | Chapter 11 |
| 11/13 – 11/17 | Assignment 4 Due – 11/17 |  |
| 11/20 – 11/24 | Ethical, Social, and Political Issues in E-Commerce  Assignment 5 Posted  THANKSGIVING HOLIDAY (11/23 – 11/24) | Chapter 8 |
| 11/27 – 12/1 | Online Discussion 3 – 11/29  Assignment 5 Due – 12/1 | TBA |
| 12/4 – 12/8 | Final Review Posted |  |
| 12/11 | Final Exam: Monday, 12/11 | Chapters 1 – 8, 11 |

**Syllabus Changes:** The instructor reserves the right to make changes to the above syllabus as deemed necessary. It is the student’s responsibility to be aware of changes announced in class and/or via e-mail/Blackboard.

**UNIVERSITY and COLLEGE POLICIES**

**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 University Catalog: <http://catalog.uta.edu/academicregulations/grades/#undergraduatetext>

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/aao/fao/>).

**Disability Accommodations: UT** Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA),* and *Section 504 of the Rehabilitation Act.* All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD).** Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: **The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364.**Counseling and Psychological Services, (CAPS)** [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Title IX:** *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit*[*uta.edu/eos*](http://www.uta.edu/hr/eos/index.php)*. For information regarding Title IX, visit* [www.uta.edu/titleIX](http://www.uta.edu/titleIX).

**Academic Integrity:** Students enrolled all UT Arlington courses 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.*

UT Arlington faculty members 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.

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Student Feedback Survey:** At the end of each term, students enrolled in classes categorized as “lecture,” “seminar,” or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week:** A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

**Student Support Services**:UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at http://www.uta.edu/universitycollege/resources/index.php

**Emergency Phone Numbers**: In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381