

IS6676 – E-commerce for Global Business
Spring | Session A | 2013

Troy University Mission: Troy University is a public institution comprised of a network of campuses throughout Alabama and worldwide. International in scope, Troy University provides a variety of educational programs at the undergraduate and graduate levels for a diverse student body in traditional, nontraditional and emerging electronic formats. Academic programs are supported by a variety of student services which promote the welfare of the individual student. Troy University's dedicated faculty and staff promote discovery and exploration of knowledge and its application to life-long success through effective teaching, service, creative partnerships, scholarship and research.

SCOB Mission: The mission of the Sorrell College of Business is to prepare our diverse student body to become ethical business professionals equipped for the global business environment.

Pre-requisites: If part of the EMBA sequence, EMBA 5501. If part of the MBA sequence, MBA 5505 or equivalent. Otherwise, graduate standing. Not available in the MSHRM program.

Professor: Dr. Jim Ryan

Office Hours: 3:00 PM to 6:00 PM Mondays, Tuesdays, and Thursdays, or by appointment (eastern).

Office Location: 116 Adams | Troy University - Phenix City Campus | One University Place | Phenix City, AL 36869

Office Telephone: 334-448-5124 office voice mail or 334-448-5126 Secretary

Professor's Email: jeryan@troy.edu

Students must use their Troy University email account (username@troy.edu) for email communication. The subject line must begin with your course number (i.e. IS6676).

Time of Class: Weekends: Friday 6:00 PM – 10:00 PM; Saturday & Sunday 9:00 PM – 6:00 PM; 1/20-22; 3/2-4

Class Location: Adams Building Room A210

Course Description: Introduces state-of-the-art concepts and applications which are emerging in the field of electronic commerce. **Prerequisites: EMBA 5501 or MBA 5505 and graduate standing.**

Text: Required:

Electronic Commerce: A Managerial and Social Networks Perspective 2012; Turban et al.; Prentice Hall, 2012; ISBN-10: 0132145383 ; ISBN-13: 9780132145381

An e-text version is available via www.coursesmart.com

Some software tools are provided in the computer labs. However, students will be required to purchase particular Internet services during the semester, as well as pay a registration fee for a World Wide Web domain.

Required reading: Selected articles are available in Blackboard.

Each student will need to have a USB thumb drive for data exchange.

Grading Methods: Assessments

Grade Breakdown as cumulative points

Exams (2)	500 total points possible (50%)
Semester Project (TBA)	300 total points possible (30%)
Homework, Quizzes, and Class Participation	200 total points possible (20%)

Grading Scale:	A 900 – 1000 points
	B 800 – 899 points
	C 700 – 799 points
	D 600 – 699 points
	F 0 – 599 points

Course Purpose To introduce technologies and management issues in e-commerce, emphasizing the technologies to support e-commerce, the advantages and limitations of e-commerce, and use of e-commerce as a strategic tool to improve business processes. MBA Information Systems option requirement. EMBA/MSM Information Systems concentration requirement. MBA unspecified elective (non-Accounting).

- Course Objectives** Upon completion of the course, the student should be able to:
- Identify electronic-commerce system technologies and explain their effects on firms, industries, and the organization of work.
 - Identify the potential benefits and limitations of electronic-commerce system technology, and the strategic efforts required to create a viable e-business.
 - Outline strategies for corporate growth based on the effective use and management of electronic-commerce systems.
 - Analyze a business problem related to e-business challenges, and design an electronic-commerce system solution.
 - Explain how electronic-commerce systems can be used to transform business processes and improve management control.
 - Apply electronic-commerce strategies to business objectives in an apt scenario.

Course Requirements: **Students must use their Troy University email address when communicating with the professor.** Expectations are for each student to attend scheduled class meetings, complete reading assignments prior to class, complete homework assignments prior to class, and to participate in classroom discussions. The course uses the Blackboard course management system for delivery and receipt of homework, exams, and projects. The web address for this tool is <http://troy.blackboard.com>.

Course Approach: Textbook readings, lecture, class discussion, and assignments convey knowledge about e-commerce concepts and business models as well as stimulate critical thinking about global e-commerce across various business environments. The professor will serve as catalyst, facilitator and evaluator in a collaborative learning experience. **The most effective learning will result from the student's involvement in critical thinking through reading materials, completing assignments, and class participation.** A major group session project, case analysis, and various homework assignments will reinforce classroom activities as well as provide a channel to measure a student's application of global ecommerce across business environments.

General Supports: On-line student resources are also available via the following URL: http://wps.prenhall.com/bp_turban_ec_2010

Applicable software is available via computers in the Sorrell College of Business computer labs, which are located in rooms A209 and A210 of the Adams Building. These labs are available for student use prior to evening classes (9:00 AM to 6:00 PM) on Mondays through Thursdays during the semester and when classes are not scheduled (6:00 PM to 10:20 PM). Student groups will be responsible for splitting the costs of web hosting charges and domain registration charges.

Classroom Administration Learning the course materials and concepts is extremely difficult if the student is not present. In order for this to be a positive learning experience for everyone, it is important to arrive on time with an open mind, prepared to engage. Therefore, the student must come to class on time and be prepared to contribute to classroom activities. It is important to recognize that everyone has a different perspective or opinion about various issues. It is equally important to recognize that one should share his/her thoughts and ideas in a thoughtful and respectful way.

All scores are earned! Students pass by meeting course objectives. Faithful attendance—without genuine achievement—will not provide a passing grade. Examinations, homework, quizzes, projects, and professor

evaluations are the grading criteria. A cumulative score of 899 points equates to a course grade of a “B” and rounding-up does not occur. Reviews of exams, except the final occur in class after all students have taken the exam. Students should see the professor during office hours to individually review or question any score.

Assignments must be submitted on time via Blackboard. No credit will be given for late assignments.

Students are expected to:

1. Punctually attend all scheduled classes.
2. Be responsible for all instructions and assignments given in class or posted via Blackboard, as well as for the supporting textbook content.
3. Read the textbook material before the lecture or lab covering that material. This leads to a better understanding of the lecture (or lab) as well as the opportunity to ask questions about material(s) in the text that were unclear or that the student did not understand.
4. Hand in assignments on the assigned due date. See homework policy.
5. Keep food, tobacco products, drinks, and cell phones outside the computer labs.

Dates to Remember:	Term begins	Monday, January 7
	First class meeting	Friday, January 25
	MLK Holiday	Monday, January 21
	Last Class Meeting	Sunday, March 3
	Last day to drop without financial penalty	Monday, January 14
	Last day to drop without academic penalty	Friday, February 15
	Midterm exam completed by	Sunday, February 10
	E-commerce project presentations	Sunday, March 3
	Final exam	Sunday, March 3

Homework, Quiz, & Test Policies

HOMEWORK POLICY

Students should complete assigned readings prior to class. Chapters from the text should be skimmed for concepts and study guide concepts should be read for content. Given the concentrated delivery of this course, assigned readings should be completed as soon as possible.

All assignments will receive a score. **All assignments must be typed and submitted electronically online through Blackboard.** No other method of submission will be accepted. To be considered on time, all assignments must be submitted prior to class discussion on the date they are due. Feedback will be given for late assignments, but no credit will be given.

If a student can access their assignment from Blackboard, then the professor should also be able to access it. There is no need to ask the Professor if an assignment was received. Hands-on assignments take considerable time to grade. Be patient. Although the professor will not grade assignments from disk, the professor will be glad to give feedback during office hours prior to deadlines.

If extra-credit opportunities occur, then they will be announced in class with a deadline date. All students will have equal opportunity to complete extra-credit opportunities should they occur, but announcements will only occur in class.

QUIZ POLICY

Unannounced quizzes may occur during the semester. Makeup quizzes will only be given for excused absences (see Attendance policy).

TEST POLICY

Due to the condensed delivery of the course, make-up exams will be given only for documented, approved absences (see ATTENDANCE POLICY) during the course meeting dates. Make up exams are administered only to students who have received approval from the professor prior to the test date, or immediately after the absence, if it is not otherwise possible at the professor's discretion. Any exam missed due to an unexcused absence receives a grade of zero.

Incomplete Work Policy: No incomplete work will be accepted unless the student can provide an acceptable and clear documentation prior to grades being submitted to the Registrar. It is the student's responsibility to provide documentation (see ATTENDANCE POLICY).

Electronic Devices Policy: Please make sure you mute (silence) your cell phone in class to avoid distracting other students. Unless otherwise indicated, you should not bring/use Electronic devices, e.g., cell phone, E-dictionary, calculator, or PDA during any exams (quizzes, midterm, and final).

Absenteeism: Each student is expected to attend **all scheduled** events. It is the student's responsibility to obtain all information and materials during his or her absence. All students are expected to email the professor prior to or at most the day of the absence explaining the circumstance leading to the absence.

Additional Services: **AMERICANS WITH DISABILITIES ACT:** Any student whose disabilities fall within ADA must inform the professor at the beginning of the term of any special needs or equipment necessary to accomplish the requirements for this course.

Students who have or may be dealing with a disability or learning difficulty should speak with the professor or contact Auxiliary Services 334-448-5136. Various accommodations are available through the Adaptive Needs Program. The faculty in the Sorrell College of Business makes every effort to accommodate unique and special needs of students with respect to speech, hearing, vision, seating, or other possible disabling conditions. Please notify the professor as soon as possible of requested accommodations or ways to help.

Attendance Policy: If a student misses a class, then it is his/her responsibility to obtain all information and materials presented (including materials covered, handouts, skills learned, and homework assignments) during his/her absence **before** returning to class. I strongly encourage you to attend all class segments because one segment is the equivalent of four regular class meetings and we will cover multiple chapters and activities over one class segment.

I do not repeat lectures nor perform the tutoring function for students who are absent. Each absence will make the successful completion of this course more difficult.

Excused absences: Excused absences have the following characteristics:

- a. Professor was informed **prior** to the absence.
- b. Professor determines that the absence is excused.
- c. Absence is of the following type:
 1. Participation in a documented official **university function** that does not permit the student's class attendance (e.g., participation in athletic events, field trips, etc.)
 2. **Severe illness** (this **does not** include scheduled medical appointments nor driving someone else to doctor), a hospital stay, or a doctor's excuse saying that it is **impossible** for student to attend class(es)
 3. **Death** of immediate family member (grandparent, parent, sibling, or child)
 4. **Appearance** in court
 5. Personal situations that are approved by the professor in advance of the time the student is to be absent.
- d. Written documentation (on letterhead) **must** be provided.

Cheating Policy:**ACADEMIC DISHONESTY**

If you are caught cheating, you will get a course grade of "F". See ORACLE: Student Handbook, 2002-2003" pp. 86-87. Plagiarism is the act of stealing and passing off (the ideas, work, or words of another) as one's own or to commit literary theft: present as new and original an idea or product derived from an existing source (Webster's New Collegiate Dictionary). Plagiarism will cause a student to get a course grade of "F". According to the *TU ORACLE: Student Handbook, 2002-03*, pp. 81, one definition of misconduct is: "Dishonesty, such as cheating, plagiarism..." The *ORACLE* states on pp. 86 under the Academic Code sub-heading that: "A student is subject to disciplinary action: #3. Where the work affects or might affect a student's grade, credit, or status in the university, a **student represents to be his or her own any work which is not the product of his or her own study and efforts**". The penalty for such misconduct may be (pp. 87) "A student's **grade in the course** or on the examination affected by the misconduct may be **reduced** to any extent, including a **reduction to failure**." **A student may be suspended from the university for a specific or an indefinite period.@ p. 86-87.**

Tentative Class Schedule

Week	Date	Topic	Items Due
1	Jan 25 PM	Introduction – Syllabus – Organization Part 1 Introduction to E-Commerce and E-Marketplaces Ch 01 – Overview of Electronic Commerce Ch 02 – E-Marketplaces: Mechanisms, Tools, and Impacts HBR Article: The Power of Virtual Integration	Form Groups
2	Jan 26 AM	Part 2 Internet Consumer Retailing Ch 03 – Retailing in Electronic Commerce: Products and Services Ch 04 – Consumer Behavior, Internet Marketing, and Advertising	Homework #01
3	Jan 26 PM	Part 3 Business-to-Business E-commerce Blackboard Article on B2B e-commerce Ch 05 – B2B E-Commerce Ch 06 – E-Supply Chains, Collaborative Commerce, and Corporate Portals	Homework #02
4	Jan 27 AM	Part 4 Other EC Models and Applications Ch 07 – Innovative EC: From E-Government and E-Learning to C2C Ch 08 – Mobile Commerce and Pervasive Computing Ch 09 – Web 2.0 and Social Networks Review Chapters 1 - 9	Homework #03
5	Jan 27 PM	Part 5 EC Support Services Blackboard Article on e-commerce support services Ch 10 – E-Commerce Fraud and Security Ch 11 – Electronic Commerce Payment Systems Ch 12 – Order Fulfillment and Other EC Support Services	
***	***	Midterm Exam via Blackboard deadline is Sunday, February 10th	Midterm Exam
6	Mar 1 PM	Part 6 EC Strategy and Implementation Ch 13 – E-Commerce Strategy and Global EC Ch 14 – Economics and Justification of Electronic Commerce	Homework #04
7	Mar 2 AM	Part 6 EC Strategy and Implementation (continued) Ch 15 – Launching a Successful Online Business and EC Project Ch 16 – Regulatory, Ethical, and Compliance Issues in EC	Homework #05
8	Mar 2 PM	Part 7 Auctions and Application Development Ch 17 – Dynamic Trading: E-Auctions, Bartering, and Negotiations Ch 18 – Building E-Commerce Applications and Infrastructure	
9	Mar 3 AM	Group Presentations Review chapters 10 - 18	Group Project Peer Review
10	Mar 3 PM	Final Exam via Blackboard	Final Exam

**Computer Labs located in Adams Building 209 / 210.
The instructor reserves the right to modify the class schedule over the term.*

Each student will participate in a group session project. The Academic Honesty Code will be in effect for all project activities.

SESSION PROJECT: Each student group will be responsible for identifying a product and/or service suitable for an e-commerce delivery, from which they will develop a business model for justification and presentation. The presentation will occur during our last scheduled class meeting and the project repository should sufficiently address all the topics listed under the project requirements below.

Students should be prepared to logically discuss their project during each class meeting. All student groups should be prepared to give short (less than five minutes) status updates to the class. Each student group will schedule project consultations with the professor to formally review and monitor project progress, according to the following requirements.

IS6676 Term Project Requirements

Consultation	Milestones	Topics
1	Product/Service Selection ----- 10%	<p>Description of all products and/or services to be offered.</p> <p>Identification of the specific selected e-commerce business model and e-commerce classification by transaction.</p> <p>Description of the customer segmentation and the anticipated customer/company relationship, including the proposed customer's value perception.</p>
2	Business Processes & Value Chain ----- 20%	<p>A detailed description of all business processes required to make and deliver the products and/or services.</p> <p>A detailed listing of required resources—available, acquired, and sources of acquisition.</p> <p>A detail description of the organization supply chain, including suppliers, alliances, and other business partners.</p> <p>A value proposition analyzing the benefits of using the specific e-commerce model (tangible and intangible)</p>
3	Pro Forma Financials ----- 20%	<p>Anticipated financial statements for the revenue model, anticipated costs, sources of financing, and estimated profitability over the next five years.</p>
4	Physical Model ----- 20%	<p>Domain registration, web architecture, infrastructure, file/database design, content management, layout, scalability, and future vision</p>
5	Prototype ----- 30%	<p>A working prototype, available over the Internet on the World Wide Web that is representative of the proposed physical model.</p>

Build your own online shop:

Here are a few eShop sites. They provide the basic building tools for anyone's individual eCommerce site. All provide 'walk-throughs' to set up the basic 'storefront'. Some are associated with particular eCommerce portals, retailers or conglomerates (or many retailers, combinations, etc...).

Some 'shops' can be set-up and operational in minutes, with only a handful of steps provided. These examples provide basic starting points, barely scratching the surface with provided e-building tools (no programming knowledge needed.) Digging deeper with a little research/effort, there are practically innumerable variety and manner of presentation, products, design, access, delivery and content within the eCommerce framework.

Here a just a handful of example starter sites with brief information and links:

Amazon - aStore

<http://astore.amazon.com/>

Would you like to have your own store featuring Amazon.com products? And would you like to have this store up and running in minutes? aStore by Amazon is the solution.

What is aStore? <http://astore.amazon.com/> aStore is a new Associates product that gives you the power to create a professional online store, in minutes and without the need for programming skills, that can be embedded within or linked to from your website.

With four simple configuration pages, you can create and customize your aStore in minutes. No programming is necessary. The aStore setup tool will guide you through the process and generate a URL to which you can link or embed in your site.

All Associates have access to aStore, and there are no fees associated with building stores for your sites.

Referral fees are handled the same as with other Associates links.

<http://astore.amazon.com/>

CafePress

www.cafepress.com

CafePress.com is an online marketplace that offers sellers complete e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Launched in 1999, CafePress.com has empowered individuals, organizations and businesses to create, buy and sell customized merchandise online using the company's unique print-on-demand and e-commerce services. Today, CafePress.com is a growing network of over 2.5 million members who have unleashed their creativity to transform their artwork and ideas into unique gifts and new revenue streams.

Our members have created over 35 million unique products on customizable merchandise ranging from apparel, home and office accessories to music and data CDs and books to prints, posters and cards.

Powering independently-run shops as well as syndicated and corporate stores, we manage every aspect of doing business online, including storefront development, site hosting, order management, fulfillment, secure payment

processing, and quality customer service - enabling anyone to open a free shop with no upfront costs and no inventory to manage.

MyPickList

<http://www.mypicklist.com/>

MyPickList helps consumers make informed purchase decisions. In English terms - MyPickList.com drives word-of-mouth commerce "which retailers love".

It is very easy to create your PickList:

Design Your PickList Widget

Create Your Account (We need to know who you are to pay you your commissions)

We then take you to your account homepage where you can customize your profile and start adding to your PickList. You can add products into the following product categories (baby, books & magazines, computers, electronics, food & wine, games & toys, gifts, health & beauty, home & garden, jewelry & accessories, kids, men, movies, music, pets, shoes, sports & outdoors, and women).

Any product from a retailer on the internet can be added to the PickList but only products that are sold through a retailer in our network are eligible for a product commission when someone purchases something off a member's pick list

MyPickList.com is becoming one of the fastest growing community websites on the Internet by blending user-generated content, an active community, and innovative ecommerce offerings.

Zlio

www.zlio.com

With Zlio, you can open your own online shop in 5 minutes. You don't even need to have your own products.

Zlio lets you choose from an extensive catalogue of thousands of products and allows you to design your ZlioShop quickly and easily.

ZlioShop can provide:

your favorite products

items from your wishlist

products within the theme of your choice (for example, babykids.zlio.com)

products aimed towards a specific group of people (new moms, video games fans, rap music lovers, etc)

you can then offer your ZlioShop's services to your friends, relatives, neighbors, colleagues, on your blog, via messenger, on online forums, just like a professional vendor.

Loomia

www.loomia.com

The number of things available to watch, listen to, purchase, and pay attention to is growing at an ever-expanding rate. Loomia's goal is to provide sites with easy-to-use recommendation services that help people find things that they like. Affordably, transparently, and without a lot of work.

Company

Loomia is an emerging leader in the recommendations and personalization space, a rapidly growing area within Internet search. Loomia Recommendations is a hosted web service that provides all sizes of retail and media sites with easy-to-use recommendations solutions to help site visitors find things they like, increase site activity, and improve merchandising. Loomia's service can be used for all retail goods including shoes, wine, fashion, and electronics and any type of media item including audio, video, books, music, and ringtones.

ZenCart

<http://www.zen-cart.com/index.php>

Designed for Online Merchants Zen Cart truly is the art of e-commerce; a free, user-friendly, open source shopping cart system. The software is being developed by group of like-minded shop owners, programmers, designers, and consultants that think e-commerce could be and should be done differently.

Some "solutions" seem to be complicated programming exercises instead of responding to users' needs, Zen Cart puts the merchants and shoppers requirements first. Similarly, other programs are nearly impossible to install and use without an IT degree, Zen Cart can be installed and set-up by anyone with the most basic web site building and computer skills.

There are hundreds of shopping cart programs available, but none come close to offering to level of options, features and support available with Zen Cart Even the commercial programs have a hard time competing.

Also, you can get just about everywhere from these links and they are good reads (and links to other good reads in this area)

http://www.readwriteweb.com/archives/zlio_custom_online_shop.php

<http://www.masternewmedia.org/sell-products-online/create-online-store/from-affiliate-marketing-to-integrated-drop-shipping-20070220.htm>