

Department of Information Systems

IS 584 STANDARD COURSE OUTLINE

I. General Information

Course Number:	IS 584
Course Title:	Electronic Commerce
Units:	3
Prerequisite:	Graduate Standing, IS 502
Course Coordinator:	Robert Chi
SCO prepared by:	Robert Chi
Date prepared/revised:	October 8, 2012

II. Catalog Description

Theory and applications of electronic commerce including issues such as E-cash, E-banking, E-tailing, SCM, E-marketing, B2C, B2B, C2C, E-government, Internet business opportunities, Internet security homepage maintenance, Internet database interface and cooperative computing. Letter grade only (A-F)

III. Curriculum Justification(s)

This course has five main components that allow students to emerge: (1) foundation of E-Commerce theories, (2) E-commerce Business Models (B2C, B2B, C2C.) (3) E-commerce applications and problem domains, (4) E-Commerce Security and database connectivity and (5) Social Networks

IV. Course Objectives

The MBA curriculum is designed to provide students with the opportunity to develop knowledge and skills in local and global business practices. The program of study is intended to engage learners in integrative learning experiences across professional personal, content, and skill areas. The learning goals for this course are:

- Learning Goal #1 -- Critical Thinking
- Learning Goal #3 -- Interpersonal. Leadership and Team Skills
- Learning Goal #4 -- Business Functions
- Learning Goal #6 -- Domestic and Global Environment



V. Outline of Subject Matter

- Overview of Electronic Commerce;
- E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce;
- Retailing in Electronic Commerce: Products and Services; Consumer Behavior, Market Research, and Advertising;
- B2B E-Commerce;
- E-Supply Chains, Collaborative Commerce, and Corporate Portals;
- Innovative EC Systems: E-Government and E-Learning to Consumer-to-Consumer Commerce;
- Mobile Computing and Commerce and Pervasive Computing;
- The Web 2.0 Environment and Social Networks;
- E-Commerce Fraud and Security;
- Electronic Commerce Payment Systems;
- Fulfilling E-Commerce Orders and Other EC Support Services;
- E-Commerce Strategy and Global EC;
- Economics and Justification of Electronic Commerce;
- Launching a Successful Online Business and EC Projects;
- Regulatory, Ethical, and Compliance Issues in EC;
- Dynamic Trading: E-Auctions, Bartering, and Negotiations;
- Building E-Commerce Applications and Infrastructure

VI. Methods of Instruction

The course will be taught primarily by formal lectures in a classroom. Presentation slides, hands-on demonstrations and computer labs are used in a typical class session. Due to the technical contents and the complexity of E-commerce, students are required to read the course material before the class. Homework and course project should be assigned to students to give them plenty of practices in the technical topics covered by the class.

Each instructor can decide on the structure of their exams. Multiple choices, short essay questions, program assignments or a mixture of different forms can be used to measure student performance.

Due to the rapid changes of E-commerce technology and the abundance of free online resources, each instructor can decide on the textbooks. A example of the textbooks is:

Title: Introduction to Electronic Commerce 2010-A Managerial Perspective
Author: Efraim Turban
ISBN-13: **978-0136100362**
Published: August 2012

VII. Instructional Policies Requirements

This course follows the University policies on [Final Course Grades, Grading Procedures, and Final Assessments \(PS 05-07\)](#), [Attendance \(PS 01-01\)](#), [Course Syllabi \(PS 04-05\)](#), [Final Course Grades, Grading Procedures, and Final Assessments \(PS 05-07\)](#), and [Withdrawals \(PS 02-02 rev\)](#). Following are some special considerations for this course:

A. Assessment Criteria

Homework

Students are encouraged to discuss their class work and homework assignments together. However, after the discussion, each of you should work on your own homework independently from scratch.

Quizzes and Exams

Students need to take the mid-term exam (required) and the final exam (required).

Projects

Instructors are strongly encouraged to assign comprehensive course project (individual or group) that requires problem solving skills, the understanding of the course materials and the use of development tools.

B. Required Statement

In compliance with university policy: Final grades will be based on at least three, and preferably four or more, demonstrations of competence. In no case will the grade on any class tests count for more than one-third of the course grade.

C. Attendance, Withdrawal, Late Assignments

Students are expected to attend courses and turn in assignments on time. Specific attendance and late assignment policies are up to each individual instructor's discretion.

D. Disabilities

Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.