

Peru State College
E-COMMERCE AND INTERNET COMMUNICATION MGMT 662
Syllabus

Instructor:
Office Hours:
Office Telephone:
Email Address:
Course Meets: Online

Required Textbook: Gary Schneider, Electronic Commerce, Eighth Annual Edition. Thomson Course Technology, 2009, ISBN 1-4239-0305-6.

Required Software: Word Processor for text assignment. Excel will be needed for some assignments. All assignments need to be in Word/Excel 2003 format

Online Library: The online library will be the source for retrieving journal articles.
<http://www.hpcnet.org/peru/library>

Course Description & Objectives

E-commerce as a business model, particularly for new ventures, is considered. Sourcing support services and software for e-commerce and Internet marketing strategies are emphasized.

Prerequisites: None

Upon completion of this course you should be able to:

1. Describe the evolution of e-commerce and the differences in the first and second generation.
2. Understand the e-commerce business models, marketing concepts and payment systems of the business strategies.
3. Describe the infrastructure that drives the e-commerce platform and technologies to support the business processes.
4. Understand and describe security and encryption.
5. Write a paper that demonstrates the application of e-commerce business strategies and technology application in an entrepreneurial business.

At the beginning of the course, we will discuss how these objectives fit into the College's and School's mission and goals.

Expectations & Instructional Approach

E-commerce is rapidly changing and expanding, the topics of the business processes are not necessarily new, but the application and implementation have changed. The

class will move very rapidly as we explore and discuss the research around e-commerce in both peer-reviewed journal articles and applications in business processes as described in conference proceedings. The course moves fast and covers a great deal so be sure to keep up with the required readings and assignments, so you can actively participate and learn as much as possible about a topic that is greatly impacting several areas of business.

The course will include four methods of assessment, to demonstrate an understanding of the concepts covered in the course. The course evaluation will include: quizzes over the material read, journal article reviews from peer-reviewed publications, discussion board participation and a final paper demonstrating your understanding of ecommerce and the impact it continues to have on society.

Please join me in a professional and intellectually challenging classroom as we expand our knowledge and understanding of ecommerce trends and issues. If you have questions or thoughts please feel free to ask and share ideas with others. In order to foster a climate conducive to learning, please join me in treating your classmates with respect. I encourage students to ask questions, seek my help when they need it, and help their classmates understand the material.

Assessment and Grading

Quizzes There will be five quizzes worth 20 points for a total of 100 points. Quizzes will be used to demonstrate your understanding of the reading so extra resource can be added as needed if a concept is not understood. The quizzes will be timed and cover multiple chapters as assigned each week. Please see the assignment for quizzes for further details.

Discussion Board There will be online discussions where students are expected to participate with substantive posts that are insightful, thorough and supported by research. There will be five discussion questions that each student will be required to answer in the discussion board. The answer should have at a minimum of 2-3 references demonstrating the answer was researched and can be supported by the references. Each student will then be expected to read other posts and respond with insightful and thorough discussions. The specific assignments are posted with the evaluation rubric for 20 possible points per question 100 for the total.

Article Reviews Electronic Commerce is widely discussed and researched with the application of the new technologies in grounded research. There will be four article reviews demonstrating an understanding of the research in the publications of the peer-reviewed journal articles. The article review requires a summary about the article, topics in the article as they relate to ecommerce, using additional resources such as the book or other references to support the discussion and finally a section with your opinion based on the readings and your experiences. The article review requires using a peer-review publication to find an article that enhances the e-commerce area of focus. There

are four article reviews worth 25 points each for a total of 100 points, please see the article review assignment for further details.

Final Paper The final paper will demonstrate the knowledge acquired in this class and the application of the knowledge in a business setting based on your learning, experience and opinion. In the paper you will discuss three or four major issues or new ideas in ecommerce, with one idea selected that you can support as being the next major trend. Please defend your position and demonstrate through references how you assimilated this idea. The paper needs to be written using APA format, with references supporting your ideas. There should be a minimum of 6-8 references using your book, Journal Articles, yours as well as your peers and web sites, publications, or other sources. The paper should be 8-10 pages in length, double spaced and reflect graduate level writing and thinking. The requirements are listed in the assignment for final paper that will include a rubric and will be worth a total of 100 points

Late Assignment Policy:

Late assignments will not be accepted without prior approval or extremely unusual circumstances. If you are unable to complete an assignment, please speak with me as soon as possible. **Please complete assignments the week they are due.**

Grading Scale

Grading:

Again, grading will be by points.

Quizzes	=100pts
Discussion Board	=100pts
Journal Article reviews	=100pts
Final Paper	=100pts

	<u>Grade</u>		<u>Total Possible Points</u>		<u>Percent</u>
			400	points	100%
<u>To receive an</u>	A	<u>Learners must earn</u>	360	<u>points</u>	<u>90-100</u>
<u>To receive a</u>	B+	<u>Learners must earn</u>	340	<u>points</u>	<u>85-89</u>
<u>To receive a</u>	B	<u>Learners must earn</u>	320	<u>points</u>	<u>80-84</u>
<u>To receive a</u>	C+	<u>Learners must earn</u>	300	<u>points</u>	<u>75-79</u>
<u>To receive a</u>	C	<u>Learners must earn</u>	280	<u>points</u>	<u>70-74</u>
<u>To receive a</u>	D+	<u>Learners must earn</u>	260	<u>points</u>	<u>65-69</u>
<u>To receive a</u>	D	<u>Learners must earn</u>	240	<u>points</u>	<u>60-64</u>
<u>To receive an</u>	F	<u>Learners must earn</u>	236	<u>points</u>	<u><60</u>

College's Incomplete Coursework Policy

To designate a student's work in a course as incomplete at the end of a term, the instructor records the incomplete grade (I). Students may receive this grade only when serious illness, hardship, death in the immediate family, or military service during the semester in which they are registered prevents them from completing course requirements. In addition, to receive an incomplete, a student must have completed substantially all of the course's major requirements.

Unless extenuating circumstances dictate otherwise, students must initiate requests for an incomplete by filling out an Incomplete Grade Completion Contract, which requires the signature of the student, instructor, and Dean. The Incomplete Grade Completion contract cites the reason(s) for the incomplete and details the specific obligations the student must meet to change the incomplete to a letter grade. The date by which the student agrees to complete required work must appear in the contract. The Dean, the instructor, and the student receive signed copies of the Incomplete Grade Completion Contract.

Even if the student does not attend Peru State College, all incomplete course work must be finished by the end of the subsequent semester. Unless the appropriate Dean approves an extension and if the student does not fulfill contract obligations in the allotted time, the incomplete grade automatically becomes an F.

College's Academic Integrity Policy

The College expects all students to conduct themselves in a manner that supports an honest assessment of student learning outcomes and the assignment of grades that appropriately reflect student performance. It is ultimately the student's responsibility to understand and comply with instructions regarding the completion of assignments, exams, and other academic activities. At a minimum, students should assume that at each assessment opportunity they are expected to do their own original academic work and/or clearly acknowledge in an appropriate fashion the intellectual work of others, when such contributions are allowed. Students helping others to circumvent honest assessments of learning outcomes, or who fail to report instances of academic dishonesty, are also subject to the sanctions defined in this policy.

Instances of academic dishonesty may be discovered in a variety of ways. Faculty members who assign written work ordinarily check citations for accuracy, run data base and online checks, and/or may simply recognize familiar passages that are not cited. They may observe students in the act of cheating or may become aware of instances of cheating from the statements of others. All persons who observe or otherwise know about instances of cheating are expected to report such instances to the proper instructor or Dean.

In order to promote academic integrity, the College subscribes to an electronic service to review papers for the appropriate citations and originality. Key elements of submitted papers are stored electronically in a limited access database and thus become a permanent part of the material to which future submissions are compared. Submission of an application and continued enrollment signifies your permission for this use of your written work.

Should an occurrence of academic misconduct occur, the faculty member may assign a failing grade for the assignment or a failing grade for the course. Each incident of academic misconduct should be reported to the Dean and the Vice President for Academic Affairs (VPAA). The VPAA may suspend students for two semesters found to be responsible for multiple instances of academic dishonesty. The reason for the suspension will be noted on the student's transcript.

A faculty member need present only basic evidence of academic dishonesty. There is no requirement for proof of intent. Students are responsible for understanding these tenets of academic honesty and integrity. Students may appeal penalties for academic dishonesty using the process established for grades appeals.

Title IX Compliance Notice

Peru State College is an equal opportunity institution. PSC does not discriminate against any student, employee or applicant on the basis of race, color, national origin, sex, disability, religion, or age in employment and education opportunities, including but not limited to admission decisions. The College has designated an individual to coordinate the College's nondiscrimination efforts to comply with regulations implementing Title VI, VII, IX, and Section 504. Inquiries regarding non-discrimination policies and practices may be directed to Eulanda Cade, Director of Human Resources, Title VI, VII, IX Compliance Coordinator, Peru State College, PO Box 10, Peru, NE 68421-0010, (402) 872-2230.

Students requesting reasonable accommodation and tutoring services should contact the Center for Achievement and Transition Services (CATS).

Tentative Course Schedule

Week Number	
1	Introduce Self & Chapter 1
2	Chapter 2 & 3, *DQ 1, *AR 1, Quiz 1
3	Chapter 4 & 5, *DQ 2, Quiz 2

- 4 Chapter 6 & 7, *AR 2, Quiz 3
 - 5 Chapter 8 & 9, *DQ 3, *AR 3, Quiz 4
 - 6 Chapter 10 & 11 *DQ 4, Quiz 5
 - 7 Chapter 12, *AR 4
 - 8 Final Paper, *DQ 5
- * DQ = Discussion Question
* AR = Article Review

Disclaimer: The above schedule could change due to external factors. In addition, late homework and tests will be received at the instructor's own discretion. The instructor reserves the right to not accept late homework or exams.