Electronic Commerce

Course Description

A study of the concepts of doing business via the Internet. General topics include electronic commerce history, opportunities, limitations, and risks. Technical discussions include the Internet, intranets, extranets, electronic payment systems, firewalls, security, protocols, servers, browsers, and ethics. Prerequisite: MISY 2305 or equivalent.

Learning Objectives

Upon completion of this course, students should:

- be familiar with some important terminologies used in the area of Web technology
- be aware of the evolving role and importance of doing business on the Web
- understand security issue on the Web
- understand laws and legal issues that govern electronic commerce activities
- gain an experience on developing websites and research writing

Major Course Requirements

Assignment

Clear guidelines on assignments and project will be given in due course via the Blackboard. Students are responsible to check the class website for updated information on assignments and examinations.

Examination and Grading

<table>
<thead>
<tr>
<th>Topics</th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>Creating a Personal Web Page</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Developing a Business &amp; Marketing Plan</td>
<td>20</td>
</tr>
<tr>
<td>Project</td>
<td>My Company.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Presentation</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>• Project</td>
<td>80</td>
</tr>
<tr>
<td>Examination</td>
<td>Midterm Examination</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Final Examination</td>
<td>80</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>300</td>
</tr>
</tbody>
</table>

Tentatively, your grade will be determined on the basis of the following percentages:
<table>
<thead>
<tr>
<th>Grade</th>
<th>% of Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>&lt;60</td>
</tr>
</tbody>
</table>

Groups

Students will be partner in a team of two. You need to submit the name of the group and your partner on or before July 16, 2013. If I do not receive such information by such date, your partner will be determined solely by me. Once the group has been set, the change is not allowed. Let me know as soon as possible if you need any help.

Required or Recommended Readings/Skills

Textbook


Website: http://faculty.tamu.cc.edu/cchangchit (please note that the link is case-sensitive).

Computer Skills: Students should be familiar with the basic operation of a PC running the Windows operation system. Time will not permit us to cover these skills in class; therefore, those students who do not feel comfortable with their basic PC skills should make arrangements for additional assistance outside of class.

Course Policies

E-mail Communication

All email communications should contain the word MISY5340 in the subject.

Attendance and Participation

In order to achieve the objectives of this course, students are expected to attend all classes. Students are encouraged to participate in the class as much as possible. Attendances might be checked from time to time. The degree of participation will also be taken into consideration when your final grade is determined. Any suggestions on how to improve the course are always welcome.

Late work and Make-up Exams

Students are responsible to check the class website for updated information on assignments and examinations. Students are allowed and encouraged to turn in assignment earlier so no late assignment will be accepted for any reasons. In addition, no make-up exams will be given without prior consent from the instructor.
**Extra Credit**
Students should perform at their best effort throughout the semester. No extra credit will be provided in this class.

**Cell Phone/Electronic Device Usage**
Cell Phone/Electronic Device Usage is not allowed in the class without prior consent from the instructor.

**Academic Integrity/Plagiarism**
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero (0) score for the assignment/project/test and may receive an “F” for the class.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

**Preferred Methods of Scholarly Citations**
Not applicable in this class.

**Classroom/Professional Behavior**
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in Article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Code of Ethics**
This course as all other ones offered by the College of Business is covered by the COB Student Code of Ethics (available online at www.cob.tamucc.edu). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

**Grade Appeals**
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure
13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

*Required by SACS

**Course Outline and Tentative Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Assignment</th>
<th>Due Date</th>
</tr>
</thead>
</table>
| July 9 (T) | Understand the Course  
Chapter 1 - Introduction to Electronic Commerce  
Chapter 2 - Technology Infrastructure: The Internet and the World Wide Web | Personal Web Page               | 7/16     |
| July 11 (R)| Chapter 3 – Selling on the Web : Revenue Models and Building a Web Presence  
Chapter 4 – Marketing on the Web | Business & Marketing Plan       | 7/25     |
| July 16 (T)| Chapter 12 – Planning for Electronic Commerce | Project                       | 8/6      |
| July 18 (R)| Building a Website                                                     |                                 |          |
| **July 23 (T)** | **Midterm**                                                           |                                 |          |
| July 25 (R)| Chapter 7 – Legal, Ethical, and Tax Issues  
Chapter 10 – Electronic Commerce Security |                                 |          |
| July 30 (T)| Chapter 11 - Electronic Payment Systems                               |                                 |          |
| Aug. 1 (R) | Project Presentation                                                   |                                 |          |
| Aug. 6 (T) | Project Presentation  
**Project Due before 6:00 p.m.**                                         |                                 |          |
| August 8 (R)| **Final Examination, 6:00 – 8:30 p.m.**                                   |                                 |          |