Instructor: Dr. Lei-da Chen  Phone: (402) 280-2614  
Office: Eppley Room BA429  Email: lchen@creighton.edu  
Url: http://www.creighton.edu/~lchen  
Office Hours: TTH 5:00pm – 6:00pm; other time by appointment.

Required Textbook and Supplies:

Database-Driven Web Sites by Mike Morrison and Joline Morrison  
Essential ColdFusion 4.5 for Web Professionals by Micah Brown and Mike Fredrick

Suggested Reading:

Internet & World Wide Web How to Program by Harvey M. Deitel, Paul J. Deitel, and T.R. Nieto

Course Objectives:

The rapid development of the Internet and World Wide Web (WWW) as tools for communication and commerce has encouraged businesses to look at new perspectives for designing business strategies and tactics. In addition, the enhancement of Information Technology (IT) tools such as database management systems, data warehousing, data mining, and electronic data interchange (EDI) has provided businesses with new competitive weapons. The purpose of this course is to explore the impact of IT concepts and advances on the ways in which business is conducted in electronic commerce (EC) arena, as well as the techniques in the design and development of Web-based EC systems. This exploration is designed to give the student: a) some insights into current changes in the way business strategy is being implemented using EC technologies, and b) the technical skills for developing Web-based EC systems. This course aims to provide the student with a balanced coverage on both the managerial and technical issues involved in the implementation of EC strategies. The concepts and managerial issues of EC will be explored through the analysis of several Harvard Business School style cases of real world businesses, while the technical skills will be taught through a series of hands-on projects that will result in working Web-based EC systems. Upon finishing the course, the student is expected to have a good grasp on the strategic, managerial and technical issues in the design and implementation of EC systems.

Topics:

The following topics will be covered in the course:

- E-commerce frameworks
- E-commerce business models
• E-commerce and marketing
• Web-based systems analysis and design
• Relational database and SQL
• Web design and usability issues
• VBScript
• Active Server Pages (ASP)
• ColdFusion
• Common Gateway Interface (CGI) (if time permits)

Case Study (15%):

Students will be formed into teams of four people and given a number of EC cases of real world companies to analyze. Along with the case, a list of questions will also be given for discussion. The team will make a thirty-minute presentation to the class with the necessary visual aids describing, analyzing, and discussing the business scenarios in the case. The team will provide the class with a two-page summary of the case. The case study will account for 15% of your overall grade. The grade will be based on the quality of the analysis and presentation.

Excellent ................................................................. 90% - 100%
Good ................................................................. 80% - 89%
Satisfactory .......................................................... 70% - 79%
Poor ........................................................................ 50% - 69%

Group Research Paper (20%):

Research outside of the classroom is an important component to this course. The result of this work is a research paper on an EC topic. The orientation of the paper can be practitioner or academic. The research paper can be in the form of a case study, an empirical analysis, or a conceptual piece. In all cases the research paper must be of publishable quality. A research proposal will be due on May 21, 2002. The research paper is due on June 25, 2002.

The research paper must include the following components:

1. Title page (title, authors’ names, and date)
2. An abstract
3. Introduction that states your motivation, your research questions, and why your questions are of importance.
4. Literature investigation into your topic area.
5. Research method
6. Analysis
7. Discussion and summary
8. Conclusion
9. References pages ordered alphabetically by last names of first author.
Assignments (25%):

Throughout the semester, several hands-on assignments will be given related to VBScript, ASP, and ColdFusion. The assignments will account for 30% of your overall grade. Assignments will be assessed 10% off for each day they are late, up to 4 days late. After four days, no late assignments will be accepted.

Complete and on time ........................................................... 100%
Slightly incomplete or with errors ........................................ 80% - 95%
Vastly incomplete or with major errors ................................. 60% - 79%

Exam (40%):

One exam will be given at the end of the semester. The exam will be a combination of multiple choice, short answers, and problem solving questions. The exam is worth 30% of your overall grade. **No make-up exam is provided.** Record the tentative test dates below:

Exam date:  **June 25, 2002**

Evaluation:

The performance of each student will be evaluated by means of the case study, assignment, exams, and participation. Overall grading scale for the course:

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
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<td>A-</td>
<td>90-92</td>
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<td>B</td>
<td>83-86</td>
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<td>B-</td>
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<td>D+</td>
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Conduct:

Students are not to cause disturbances in the classroom. In addition to improper classroom behavior, any behavior that is distracting for other students or for your instructor is not allowed. Examples include bringing nonenrolled guests or bringing telephones or pagers that ring or beep during class.