ECM 789 Special Topics in Electronic Commerce
Course Syllabus Summer 2003

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Office Hours: W 5:00pm – 6:00pm; other time by appointment.

Required Textbook and Supplies:


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 EDI, data warehousing, data mining, Web-based databases and mobile technologies 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 reading of the most important articles in the EC field, while the technical skills will be taught through a series of hands-on projects using ASP .NET. 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.

Reading Assignments (40%):

Students will be formed into teams of two to three people for completing the reading assignments. Articles relevant to various EC topics will be given to the students during the term. Along with the articles, a list of discussion questions will be given. The team will first read the articles and discuss the questions among the team members, then written answers to the discussion questions will be submitted to the instructor via email. The instructor will compile the answers from all the teams and distribute them to the class. Each team will be graded on the quality of the answers to the discussion questions.

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

**Group Research Paper (30%)**:  

Research outside of the classroom is an important component to this course. The result of this work is a small research paper on an EC topic (approximately 3500 words). The orientation of the paper can be practitioner or academic. I will provide you with more details about this assignment on the first day of class. In all cases the research paper must be of publishable quality. A research proposal will be due on **May 19, 2004**. The research paper is due on **June 23, 2003**.

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. Analysis
6. Discussion and summary
7. Conclusion
8. References pages ordered alphabetically by last names of first author.

**Assignments (30%)**:  

Throughout the semester, several hands-on assignments will be given related to ASP.NET. The assignments will account for 30% of your overall grade. Assignments will be assessed 20% 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%

**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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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
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<tr>
<td>B</td>
<td>83-86</td>
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<tr>
<td>C</td>
<td>73-76</td>
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<tr>
<td>D</td>
<td>63-66</td>
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**Conduct**:  

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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.