



**SYLLABUS**

**Course Information**

**Description:** This course presents the state-of-the-art in electronic commerce. Its focus is on the current and future impact of e-commerce on the student's organization, industry, and professional activities. Specific topics include creating new business opportunities; identifying new customers and additional value in existing customers; realigning the organization for the new environment; addressing contemporary uncertainties, for example, government regulation, taxation, security, privacy, and intellectual property rights; creating a market presence; measuring success, return on investment, and profitability; and sustaining the pace of change through appropriate staffing, hiring, outsourcing, and partnering. Students examine recent successes and failures in e-commerce through case studies and other readings and will develop an e-commerce business plan for their organization.

**Prerequisite:** **MGT 2120 Principles of Management.**

**Credits:** 4 credits

**Web Access:** <https://courses.css.edu> – use your CSS login and password

**Instructor Information**

**Instructor:** Dr. Thomas Buck  
**Office:** Tower 3602  
**Phone:** 218-723-6117  
**E-mail:** [tbuck2@css.edu](mailto:tbuck2@css.edu)  
**Webpage:** <https://www.tbuck.us>  
**Office Hours:** Tuesdays & Thursdays 9:00 - 10:30

**Required Materials**

**Required Text:**

Laudon, K & Traver, C. (2014). E-commerce 2014: Business, Technology, Society. Upper Saddle River, NJ: Pearson, 10th edition. ISBN: 978-01330244-4-9

Buck, T. L. (2017). E-Commerce for New Enterprises: Lessons & Case Studies. New York, NY: McGraw-Hill. ISBN: 978-09843779-3-0  
 (Hardcopy available on Amazon.com, .PDF/e-book copy included in course)

**Assessment**

This course attempts to apply the following definitions to the letter grades assigned at the end of the course:

- A = Excellent (superior mastery)
- B = Very Good (thorough mastery)
- C = Average (acceptable mastery)
- D = Below Average (incomplete mastery)
- F = Fail (non-mastery)

**Remember:** CIS majors must attain a grade of "C" or better on all required CIS courses including this one.

Points:	
Exams – 6 @ 50 pts.	300
Weekly Labs – 15 @ 12 pts.	180
Assignments – 7 @ 20 pts.	140
Participation in 2 Web conferences	40
Total Pts.	660

Grades in %s:			
96-100	A	73-77	C
93-95	A-	70-72	C-
90-92	B+	68-69	D+
85-89	B	63-67	D
82-84	B-	60-62	D-
78-81	C+	0-59	F

**Course Outline (By Unit)**

Units 1 - E-Commerce Business Ideas: Where to Start	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Starting an Online Business</li> </ul>
Units 2 - Costs and Operations of an E-Commerce Business	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Bootstrapping, Budgeting &amp; Venture Capital</li> <li>Operations</li> </ul>
Unit 3 - E-Commerce Site Design	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Performance, Design Choices &amp; Profitability</li> <li>Building a Site without Spending a Fortune</li> </ul>
Units 4 - Policies and Business Strategies	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Customer Pledge, Privacy &amp; Best Practices</li> <li>Business Law &amp; Online Policies</li> </ul>
Units 5 - Supply Chains and Revenue Models	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Tangible Products</li> <li>Manufacturing &amp; Inventories</li> </ul>
Unit 6 - Payment Systems.	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Credit Cards &amp; PayPal, etc.</li> </ul>
Unit 7 - Security	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Legal Responsibilities</li> <li>Developing a Security Plan</li> </ul>
Unit 8 - Brand Recognition	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Developing your Brand</li> </ul>
Unit 9 - Accessible Markets	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Demographics &amp; Psychographics</li> <li>Geographic &amp; Use-based Preferences</li> </ul>
Unit 10 - Online and Social Media Marketing	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Using Social Media Properly</li> <li>Converting Browsers to Buyers</li> </ul>
Unit 11 - Digital Marketing Analytics	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Tracking Traffic &amp; Trends</li> <li>Analysis Software &amp; Collecting the Correct Information</li> </ul>
Unit 12 - Competition	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Pricing &amp; Growth Models</li> <li>Financial Requirements</li> </ul>
Unit 13 - Partnerships	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Structure, Control &amp; Profits</li> <li>Limited Liability Companies (LLC)</li> </ul>
Unit 14 - Ethical and Legal Considerations for Non-Profits	
	Unit Objectives Include: <ul style="list-style-type: none"> <li>Designating Responsibilities</li> <li>Creating Online Policies</li> </ul>
Units 15 - Final Project: New Products	

## School of Business & Technology's Mission

The College of St. Scholastica's School of Business & Technology's mission is:

*We develop leaders who embody the values of the School of Business & Technology and demonstrate consistently the highest levels of ethical decision-making, social responsibility, global awareness, and professional excellence.*

In organizations, computer programmers have an immense power and responsibility. Programmers are entrusted with access to the organization's information systems and data. Programmers have the skills and access to be able to modify these systems and data.

Upon completion of this course, a student will be able to:

- Understand what is involved in starting up and operating an internet business *Course outcomes:* 1, 2, 3.
- Have basic knowledge of what is involved in designing, maintaining, and administrating an e-commerce site and related technologies *Course outcomes:* 1, 2, 3, 4.
- Understand issues surrounding privacy and the protection of intellectual property *Course outcomes:* 1.
- Understand important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud *Course outcomes:* 1, 2, 3, 4, 5.
- Plan for e-commerce *Course outcomes:* 1, 2, 3.

## Course Outcomes

Upon completion of this course, a student will be able to:

1. Gain factual knowledge (terminology, classifications, methods, trends) *Assessments:* exams, labs, assignments, articles.
2. Learn to apply course material (to improve thinking, problem solving, and decisions) *Assessments:* exams, labs, assignments.
3. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course. *Assessments:* exams, labs, assignments, articles.
4. Develop skills in expressing oneself orally or in writing.
5. Acquire an interest in learning more by asking questions and seeking answers. *Assessments:* exams, labs, assignments, articles.

## General Education - Analytical Reasoning (V)

### **College Outcome: Intellectual and Foundational Skills**

St. Scholastica students need intellectual and foundational skills that prepare them for responsible living and meaningful work.

#### **Learning Outcomes:**

- **Think critically and analytically**
- **Demonstrate scientific, mathematical and technological abilities**

E-Commerce skills are important in technology-based fields. Students will analyze system designs and test hardware and software systems to solve performance problems and challenges. *Course outcomes:* 1, 2, 3, 4, 5.

#### **Pathway V. Analytical Reasoning**

##### **Learning Outcomes:**

- **Examine problems by reducing them into their constituent elements.**
- **Develop the ability and language to recognize and describe the patterns of relationship among elements of a problem.**
- **Employ those abilities to solve a variety of problems and effectively communicate the solution processes to others.**

Students will be given projects in which they analyze and create hardware/software systems solutions. Students use a step-by-step process to create a solution, test their solutions, and then present them to the class. *Course outcomes:* 1, 2, 3, 4, 5.

## Attendance

Attendance will be taken at the beginning of every class - this class is fast moving and rigorous. The best way to learn e-commerce is in small pieces. The concepts in this course build on each other so keep up-to-date with the course.

## The "Legal" Section

### Online Participation

- ❖ Your interaction with both your instructor and other students during class is critical to both your learning and to your growth as a professional. You are expected to actively participate in the course discussions and activities.
- ❖ Students will be responsible for all material covered in the class (including syllabus changes) as presented online.

### LATE and MAKE-UP WORK

- ❖ All assignments are due as announced and exams are given on the days announced. Assignments are due at 11:59pm Central Time on the due date.
- ❖ No late assignments will be accepted and no make-up exams will be given.
- ❖ Personal emergencies will be handled on an individual basis. If absent for a verifiable emergency, you must contact the instructor.

### INCOMPLETES

- ❖ Incompletes will be granted only in rare circumstances where a student can demonstrate an extreme situation which necessitates it.
- ❖ A low class average is not in itself an adequate reason to grant an incomplete.

### ACADEMIC (DIS)HONESTY POLICY

- ❖ Academic honesty directly concerns ethical behaviors which affect both the academic environment and the civic community. Plagiarism and other academic dishonesty, including falsification of data, will result, at a minimum, in failure of the assignment involved, and may result in failure of the course. These failures may lead to academic probation. Repeated or especially serious plagiarism or fraud are grounds for dismissal.
- ❖ The CSS Academic Honesty Policy found in the Student Handbook is strictly applied. If a student has questions about the policy, it is her/his responsibility to discuss them with the instructor.

### STUDENTS WITH DISABILITIES

- ❖ Students with disabilities are entitled to appropriate and reasonable auxiliary aids and accommodations through The Americans with Disabilities Act section 504 of the Rehabilitation Act of 1973. It is the student's responsibility to notify the Disability Resource Center as soon as possible to ensure that such accommodations are implemented in a timely fashion. For more information or to request academic accommodations, please contact Melissa Watschke, Coordinator of the Disability Resource Center in Tower Hall 2139, by phone at (218) 723-6747 or email at [mwatschk@css.edu](mailto:mwatschk@css.edu)

*“Strive not to be a success, but rather to be of value.”  
-Albert Einstein*