

## **Syllabus**

**Course Number: CIS 463**

**Course Title: E-Commerce Technology Management**

### **Course Description:**

This course introduces the main concepts underlying E-Commerce. It covers a broad spectrum of E-commerce essentials from a global point of view. Special attention is given to the most recent developments in online behavior in our business, academic, and personal lives.

### **Prerequisite Courses:**

CIS 455 Management Information Systems

### **Course Outcomes:**

Upon the completion of this course, learners should be able to:

1. Explain the structure, mechanisms, economics, and impacts of e-marketplaces.
2. Describe the different business models of electronic retailing and their applications in e-commerce.
3. Analyze how consumer behavior, market research, and advertising affect e-commerce operations.
4. Compare innovative e-commerce systems such as e-government, m-commerce, e-learning, consumer-to-consumer, and collaborative commerce.
5. Discuss the importance of the Web 2.0 revolution, social and business networks, and mobile computing to e-commerce.
6. Identify the major technologies and methods for securing e-commerce technologies.
7. Formulate the e-commerce strategy, justification, and implementation for an identified business.
8. Develop an e-commerce business plan.

### **Course Materials:**

#### ***Required Texts:***

Turban, E., King, D., Lang, J., (2011). *Introduction to E-Commerce 3<sup>rd</sup> edition*. Upper Saddle River, New Jersey: Pearson Prentice Hall ISBN-13: 9780136109235

#### ***Technology Tools:***

Minimum Technology Requirements: <http://www.regis.edu/CPS/CPS-Student->

**Pre-Assignment:**

**Online Format:** Sign on to WorldClass (Home Page) and become familiar with the course navigation of the Online Curriculum. Complete the assigned readings in the Course Activities and Assignments table below for Week

**Classroom-based Format:** Complete the assigned readings in the Course Activities and Assignments table below for Week

**Pre-Assignment Due Dates:**

**Classroom-based Format:** This assignment is due the first night of class.

**Online Format:** The instructor will specify the due date for this assignment.

**Course Assignments and Activities:**

	Topics	Readings *see Required Resources above	Assignments and/or Assessments
1	E-Commerce and E-Marketplace	<p>Turban, E. (2011). Chapter 1: Overview of e-commerce</p> <p>Turban, E. (2011). Chapter 2: E- Marketplaces: Mechanisms, Tools, and Impacts of e-commerce</p> <p>From the Expert: The History of the Internet and the World Wide Web</p>	<p>Introductions – initial response required by Wednesday of Week 1</p> <p>Discussions Questions</p>
2	Online Consumer Behavior	<p>Turban, E. (2011). Chapter 3: Retailing in Electronic Commerce: Products and Services</p> <p>Turban, E. (2011). Chapter 4: Online Consumer Behavior,</p>	<p>Discussion Questions</p> <p>Quiz 1</p>
3	Business-to-Business E-Commerce	<p>Turban, E. (2011). Chapter 5: B2B E-Commerce</p> <p>From the Expert: Business-to- Business E-Commerce</p>	<p>Discussions Questions</p> <p>Written Assignment: Business Plan – Part 1</p>

4	Other E-Commerce Models and Applications	<p>Turban, E. (2011). Chapter 6: Innovative EC Systems: From E- Government and E-Learning to C2C E-Commerce and Collaborative Commerce</p> <p>Turban, E. (2011). Chapter 7: The Web 2.0 Environment and Social Networks</p> <p>From the Experts – Other E- Commerce Models and Applications</p>	<p>Discussions Questions</p> <p>Quiz 2</p>
5	Mobile Commerce and E-Commerce Security	<p>Turban, E. (2011). Chapter 8: Mobile Computing and Commerce</p> <p>Turban, E. (2011). Chapter 9: E- Commerce Security and Fraud Protection</p> <p>From the Expert: Mobile Commerce and E-Commerce Security</p>	<p>Discussion Questions</p> <p>Written Assignment: Business Plan – Part 2</p>
6	E-Commerce Payment Systems, Strategy, Justification and Global Implementation	<p>Turban, E. (2011). Chapter 10: Electronic Commerce Payment Systems</p> <p>Turban, E. (2011). Chapter 11: EC Strategy and Implementation: Justification, Globalization. SMEs, and Regulatory and Ethical Issues</p> <p>From the Expert: E-Commerce Payment Systems, Strategy, Justification and Global Implementation</p>	<p>Discussions Questions</p> <p>Quiz 3</p>

7	Launching a Successful Online Business	Turban, E. (2011). Chapter 12: Launching a Successful Online Business and EC Projects  From the Expert: Launching a Successful Online Business	Discussion Questions  Written Assignment: Business Plan – Part 3
8	Building E-Commerce Applications and Infrastructure	From the Expert: Building E- Commerce Applications and Infrastructure	Discussion Questions  Quiz 4

### Student Evaluation Grid:

Assignment	Value (percent of overall course grade)
Discussion Questions/Class Participation (8 x 25 points)	30%
Quizzes (4 x 5 Points)	20%
Business Plan - Part 1	15%
Business Plan - Part 2	15%
Business Plan - Part 3	20%
<b>Total</b>	<b>100%</b>

### CC&IS Grading Scale

Letter Grade	Percentage	Grade Point
A	93 to 100	4.00
A–	90 to less than 93	3.67
B+	87 to less than 90	3.33
B	83 to less than 87	3.00
B–	80 to less than 83	2.67
C+	77 to less than 80	2.33
C	73 to less than 77	2.00
C–	70 to less than 73	1.67

D+	67 to less than 70	1.33
D	63 to less than 67	1.00
D-	60 to less than 63	.67
F	Less than 60	0

Additional information about grading can be found in the latest edition of the University Catalog, available at <http://www.regis.edu/Academics/Course%20Catalog.aspx>.

### CC&IS Policies and Procedures

Each of the following CC&IS Policies & Procedures is incorporated here by reference. Students are expected to review this information each term, and agree to the policies and procedures as identified here and specified in the latest edition of the University Catalog, available at <http://www.regis.edu/Academics/Course%20Catalog.aspx> or at the link provided.

- The CC&IS Academic Integrity Policy.
- The Student Honor Code and Student Standards of Conduct.
- Incomplete Grade Policy, Pass / No Pass Grades, Grade Reports.
- The Information Privacy policy and FERPA. For more information regarding FERPA, visit the [U.S. Department of Education](http://www.ed.gov).
- The HIPAA policies for protected health information. The complete Regis University HIPAA Privacy & Security policy can be found here: TBD
- The Human Subjects Institutional Review Board (IRB) procedures. More information about the IRB and its processes can be found here: <http://regis.edu/Academics/Academic-Grants/Proposals/Regis-Information/IRB.aspx>.

The CC&IS Policies & Procedures Syllabus Addendum summarizes additional important policies including, Diversity, Equal Access, Disability Services, and Attendance & Participation that apply to every course offered by the College of Computer & Information Sciences at Regis University. A copy of the CC&IS Policies & Procedures Syllabus Addendum can be found here: <https://in2.regis.edu/sites/ccis/policies/Repository/CCIS%20Syllabus%20Addendum.docx>.