



Dillard College of Business Administration

SYLLABUS: Electronic Commerce

MIS 3203 Section 101

Fall Semester 2019

Contact Information

Instructor: Dr. Jiaxi Luo, Assistant Professor of Management Information Systems

Office: DB 216

Office hours: Monday 11:00a – 14:00p, 3:30-4:30p

Tuesday 9:30a – 12:30p

Wednesday 11:00a – 14:00p, or Contact me by email

Office phone: (940) 397-6343

E-mail: jiaxi.luo@msutexas.edu

Course Materials:

E-Commerce: Business, Technology, and Society – 2016, 12th Edition, Kenneth Laudon and Carol Traver

Additional readings are posted to D2L.

Course Description:

This course is designed to introduce you to concepts and issues related to online business activities and to integrate the related concepts from management, strategy, marketing, design, technologies, and sociology. Also, concepts and models of electronic business and electronic commerce, technology infrastructure, business concepts and social issues will be discussed and investigated.

Class preparation, participation, and discussions are required. Students will work on a team project involving the development, design, and implementation of an electronic business, where students will utilize the knowledge and skills they have obtained from this course and other courses.

Course Prerequisite(s):

MIS 3003 or equivalent

Learning Goals

I. General Learning Goals:

- Our students will be effective at problem solving and decision-making.
Objective: Our graduates will demonstrate problem solving and decision-making abilities through the critical analysis, evaluation, and interpretation of business information.
- Our students will be effective communicators.
Objective: Our graduates will be able to demonstrate a competency in speaking and writing for common business scenarios.
2a: Our graduates will be able to demonstrate a competency in speaking for common business scenarios.
2b: Our graduates will be able to demonstrate a competency in writing for common business scenarios.
- Our students will be technologically prepared.
Objective: Our graduates will be able to utilize available technology for business applications.
- Our students will be ethical decision makers.
Objective: Our graduates will demonstrate ethical reasoning skills within a business environment.
- Our students will be effective team members.
Objective: Our graduates will know how to use team building and collaboration to achieve group objectives.
- Our students will be multicultural and globally aware.
Objective: Our graduates will have an understanding of the influence of global and multicultural issues on business activities.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

II. Course Specific Learning Goals: After completing this course, students should be able to:

- To introduce students to e-commerce concepts and models.
- To provide an understanding of how an e-commerce should be designed and implemented.
- To provide an understanding of technologies involved in developing an e-commerce.
- To familiarize students with social issues related to e-commerce.
- To discuss issues related to security, privacy, and ethical issues in conducting e-commerce.
- To promote analytical thinking, decision making, and teamwork.

Course Policies

Attendance Policy: Regular attendance is expected. Participation in class discussion is graded, so reading the assigned material and completing assignments prior to coming to class is also expected. See the university catalog for the University Class Attendance Policy. Upon a student's **fifth unauthorized absence**, that student can be **dropped** for nonattendance and receive a grade of **WF** for the course. Participation in class discussion is mandatory.

Other Related Policies

Missed Examination Policy: Students with **excused absences** may make up missed examinations, quizzes (announced and unannounced), and in-class activities, but **supporting documents are required**. Arrangements must be made in advance if at all possible. In all cases, the instructor must be contacted no later than the day of the scheduled exam or no make-up will be allowed. At the instructor's discretion, a deduction may be assessed for a late exam.

Excused absences include active military/police/firefighter assignment, jury duty, university-authorized absences (for example, athlete events or study-abroad programs), and medical emergency for yourself or your immediate family member. For more information about university authorized absences, please refer to Midwestern State University Undergraduate Catalog:

http://catalog.mwsu.edu/content.php?catoid=7&navoid=228&hl=authorized+&returnto=search#General_Information

Grading and Evaluation:

Student's performance will be assessed using the following elements.

- Examinations (45%):

There are three closed-book exams.

Policy regarding make-up exams: Without a legit excuse and pre-approval, there will be no make-up exam.

- Team Project (30%):

A team project: will include the submission of a business plan report for the development of an innovative e-commerce website and the development of a website prototype (a detailed description will be distributed on D2L). A team presentation: all team members have to present. (20-25 minutes for each team)

An individual peer evaluation (submit it to D2L)

- Case Studies (10%):

Students can choose 5 out of 12 chapters, which are covered in our course, to submit a 2-page critique (in your own words but not to recite the case study, you should address all the questions listed in the end of each case, double space, 12 font size). The case studies should be uploaded to the Dropbox on D2L.

- Quizzes (10%):

Students need to finish quizzes on d2l for each chapter, the quizzes will be one or two essay questions and students can use their own words to answer. Students will have one week to finish the quizzes after chapter closed. Please check the due date on d2l regally.

- Participation (5%):

Students are expected to participate in the class, discussions, and team project. Participation in D2L forums is required.

Points will be allocated using the following scheme. Grades will be based on the recorded points only. Personal reasons (e.g., need a specific grade to graduate, to keep financial aid, to keep straight A record, etc.) are not considered in the grade calculation.

Element	Points
Exam I	15
Exam II	15
Exam III	15
Case Study	10
Quiz	10
Team Project	30
Class Participation	5
Total Points	100

Grades will be assigned using the following scheme.	
A	90-100
B	80-89
C	70-79
D	60-69
F	<60

Table 1. Grading Policy

Grading Policies:

My intent is to motivate and educate you toward excellence. Therefore, for each assignment you will see a clear definition of what constitutes excellent work. My written comments back to you usually focus on what was excellent about your work rather than what was wrong. However, I will be quite clear on why a piece was unsatisfactory in the unlikely event that you submit unsatisfactory (C or less) work.

In order to help students to keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through each student's WebWorld account. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C (D or F) at the midway point should schedule a meeting with the professor.

Course Content and Outline: See the attached content outline/schedule.

Academic Integrity:

With regard to academic honesty, students are referred to the “Student Honor Creed” in the graduate catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. **Please understand that integrity is very important to me. Cutting and pasting text from the internet without citing the source and setting off the “pasted text” in a form that identifies it appropriately constitutes plagiarism.** My rule of thumb is that if you are using three or more words in a row from a source, it needs to be identified as a direct quote and cited.

Americans with Disabilities Act:

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request accommodation, that student should please contact me as soon as possible. Any student requesting accommodations should first contact Disability Support Services at 940-397-4140 in room 168 Clark Student Center to document and coordinate reasonable accommodations if you have not already done so.

Syllabus Change Policy:

This syllabus is a guide for the course—not a “contract”—and is subject to change. Syllabus changes will be communicated via D2L and/or in class. I’ll provide a minimum of 48 hours’ notice before the relevant change takes place if at all possible.

Additional Information

Classroom behavior

- No food or beverage is allowed in the classroom. This is a college policy.
- Please come to class on time. Take care of personal business prior to class. I do not expect you to leave and return to class (unless there was an emergency and you explain it to me after class).
- Class time is not for surfing the Web, monitoring Facebook, texting, or catching up on email. You will be asked to leave the class if you continually violate this policy. The same thing applies to cell phone usage for messaging during class.
- Turn off or silence your cell phones and any other electronic devices and put them away. Please, no texting. I think we can all go a little over an hour without contact with the outside world! Leaving class to return calls and coming back is not acceptable. If you have an emergency situation that requires your cell phone to be on, let me know and we’ll work something out.
- Dress appropriately and conduct yourself professionally and with respect toward your peers and the instructor. Please don’t talk while the instructor or others are discussing course materials. Participating in the class is the best way to avoid disturbing the class.

Professionalism:

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a “professional” in our words, conduct, and actions. The qualities of a professional include:

- A commitment to the development of specialized knowledge
- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

Tentative schedule (See attached.)

Please keep this syllabus as a reference! Students are responsible for all information contained in the syllabus and for any changes to the syllabus, which will be announced in class.

Course Schedule

Table 2: The below table has the class date, major topic and activity for each date.

Date	Topic	Readings	Assignment Due
08/26	Introduction, Syllabus		
08/28	The Revolution is Just Beginning	Chapter 1	
09/02	Labor Day, No Classes		
09/04	The Revolution is Just Beginning	Chapter 1	
09/09	E-commerce Business Models and Concepts	Chapter 2	
09/11	E-commerce Business Models and Concepts	Chapter 2	Quiz 1
09/16	E-commerce Infrastructure: The Internet and World Wide Web	Chapter 3	
09/18	E-commerce Infrastructure: The Internet and World Wide Web	Chapter 3	Quiz 2
09/23	Building an E-commerce Web Site	Chapter 4	
09/25	Building an E-commerce Web Site	Chapter 4	Quiz 3
09/30	Exam 1 (Chapter 1-4)		
10/02	E-commerce Security and Payment Systems	Chapter 5	Quiz 4
10/07	E-commerce Security and Payment Systems	Chapter 5	
10/09	E-commerce Marketing Concepts	Chapter 6	
10/14	E-commerce Marketing Concepts	Chapter 6	Quiz 5
10/16	E-commerce Marketing Communications	Chapter 7	
10/21	E-commerce Marketing Communications	Chapter 7	Quiz 6
10/23	Ethical, Social, and Political Issues in E-commerce	Chapter 8	
10/28	Exam 2 (Chapter 5-8)		Quiz 7
10/30	Online Retail and Services	Chapter 9	Quiz 8
11/04	Online Retail and Services	Chapter 9	
11/06	Online Content and Media	Chapter 10	
11/11	Online Content and Media	Chapter 10	Quiz 9
11/13	Social Networks, Auctions, and Portals	Chapter 11	
11/18	Social Networks, Auctions, and Portals	Chapter 11	Quiz 10
11/20	Thanksgiving Holidays, No Classes		
11/25	B2B E-commerce: Supply Chain Management and Collaborative	Chapter 12	Quiz 11
11/27	Team Presentations		Team Project Final Report Due
12/02	Team Presentations		Quiz 12
12/04	Team Presentations		Peer Evaluation
12/11	Exam 3 (Chapter 9-12)		