

MIS 5105 – ELECTRONIC COMMERCE

Dr. Garrett, Spring Semester, 2012

COURSE CALENDAR

Date	Day	Topic	Reading	Assignments
1/9	Mon	Introduction/The Digital World	eCom chs. 1-2	
1/16	Mon	Martin Luther King Holiday		
1/23	Mon	Navigating the Web	eCom ch. 3	
1/30	Mon	Digital Design	eCom chs. 4&8	
2/6	Mon	Web Analytics		
2/13	Mon	Business Models	<i>The Innovator's Dilemma</i>	
2/20	Mon	Digital Markets	<i>The Long Tail</i> eCom chs. 5-7	Project Topic
2/27	Mon	Digital Automata		
3/5	Mon	Auctions		
3/12	Mon	Spring Break		
3/19	Mon	Channel Conflict	eCom ch. 9	
3/26	Mon	Trust in Cyberspace		
4/2	Mon	Security and Privacy		
4/9	Mon	Intellectual Property		
4/16	Mon	Governance and Ethics	eCom ch. 10	Projects Due
4/23	Mon	Mass Collaboration	<i>Wikinomics</i> eCom ch. 11	
4/30	Mon	Final Exam (7:30-9:30 pm)		