

# MIS 5105 – Electronic Commerce

## General Information

Professor:	Dr. Norman Garrett, LH 4024, phone 581-2228 Office hours: MWF 9-10, Wed 11-Noon Email: <a href="mailto:nagarrett@eiu.edu">nagarrett@eiu.edu</a>
Course:	MIS 5105, Electronic Commerce
Semester:	Spring, 2012
Time/Place:	Monday, 7:00-9:30 p.m. via Elluminate
Course Website:	<a href="http://eiu.ngarrett.org">http://eiu.ngarrett.org</a>
Methods:	Lecture, discussion, small group work, interactive online activities
Venue:	Elluminate web conferencing

## Course Description

Study of managerially oriented topics related to conducting business electronically including business models and strategies, security and integration, marketing in the e-commerce environment, and e-commerce support services.

Prerequisites: BUS 3500 or ACC 3900 or equivalent, or permission of the department chair

## Required Texts

Anderson, Chris. *The Long Tail*.  
Christensen, Clayton. *The Innovator's Dilemma*.  
Plant, Robert. *ECommerce: Formulation of Strategy*  
Tapscott, Donald. *Wikinomics: How Mass Collaboration Changes Everything*

## Course Objectives

Upon completion of this course you should be able to:

1. Describe the relationship between business, the Internet, and the World Wide Web
2. Develop revenue models for electronic commerce
3. Analyze marketing strategies that use electronic commerce
4. Describe the nature of the technologies used in business-to-business electronic commerce
5. Analyze business-to-business e-commerce strategies

6. Analyze the potential use of such e-commerce models as web auctions, virtual communities, and web portals
7. Identify and describe the international, legal, social, and ethical environments of electronic commerce
8. Analyze and develop controls for security threats to electronic commerce
9. Plan and develop strategies for the use of electronic commerce

## **Online Access**

This course will be conducted exclusively via Elluminate. You will need a broadband connection and a working microphone on your computer. Additionally, we will use our course area in WebCT extensively. To use WebCT, you will need a user ID issued by Information Technology Services. In addition, we will extensively use other Internet technologies that will require daily access to the Internet.

## **Grading**

### **Examinations**

There will be two examinations which will be “take home” essay exams. These examinations will cover material in the course texts and the additional material introduced during the course.

### **Exercises and Projects**

A term project will be required. Other in-class and online homework projects, activities, and assignments will also be assigned, including collaborative assignments that will utilize Internet technologies

### **Attendance and Participation**

Attendance is mandatory. You will not do well in this course if you do not attend ALL class sessions. Group work that occurs during class will be assigned points. There is no makeup possible for this type of work, so you must be in class in order to participate and receive points. In addition to attendance, students are expected to collaborate with each other and participate in collaborative assignments. Attendance will be monitored via Elluminate. Note that being logged into Elluminate, but not participating actively in the class during the login, will constitute an absence.

In accordance with University policy, students are expected to attend class unless prevented by illness, an official University activity, or an emergency. Students who miss class due to an excused absence will be allowed to make up missed work (other than in-class groupwork, as mentioned above) or submit assignments without penalty. An

absence from class will be considered an “excused absence” under the following circumstances:

- *Absence due to illness:* An absence due to illness is excused ONLY if the student notifies the instructor of the absence in advance *and* provides documentation of the illness upon return to class.
- *Absence due to an official University activity:* Absence due to an official University activity is an excused absence only if the student notifies the professor of the absence in advance *and* provides written documentation of the University activity from an appropriate University representative prior to the absence.
- *Absence due to emergency:* Evaluation of whether an absence due to emergency is an excused absence will be made by the professor on a case by case basis. At a minimum, the student should notify the professor of the absence as soon as possible and should provide documentation of the emergency.

## Grade Calculation

Grades will be calculated by dividing the points amassed by the number possible. The resulting percentage will be assigned a grade based on the following scale:

90% or better	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

Points possible will vary, but tentatively they will be as follows:

Midterm Exam	100
Final Exam	100
Exercises	300
Project	400
Tentative Total Possible	900 points

## General Policies

### Due Dates

All due dates are noted on the course calendar. You are responsible to make sure that your assignments are turned in on time. ***Late assignments will not be accepted!*** Once a

due date/time has passed, no assignment will be accepted for credit. Learn to do things completely and on time. You will note also that some assignments may be submitted via WebCT. Those assignments must be time-stamped by the due date and time to be acceptable.

## Makeup

The general policy for my courses is that makeup of exams will be allowed only due to an excused absence for emergency or serious illness, as outlined above. Students who are excused from class due to participation in official activities, must make arrangements to take the exam **prior** to the absence. Since both exams in this course are take-home, it is unlikely that this policy will apply in this course, except in extreme cases.

## Instructor Assistance

You may see me during my office hours with no appointment necessary. If you wish to see me at another time, please make an appointment by calling me at 581-2228, sending me an email in WebCT, or talking with me after class to make arrangements. Appropriate academic support is available for students with a documented disability. Please notify me and contact the Office of Disability Services (581-6583) for further information.

You can also obtain assistance from a variety of campus sources including the following:

Career Services (<http://www.eiu.edu/~careers>), 581-2412  
Counseling Center (<http://www.eiu.edu/~counsstr>), 581-3413  
Student Success Center (<http://www.eiu.edu/~success>), 581-6696

## Course Calendar

Each class day will consist of lectures on technical and managerial topics, class discussions, group assignments, and some videos with follow-up discussions. Some class time will be used for online preparation, discussion, and activities.

Assigned reading should be done *before* coming to class. We do not have time to cover all of the material in your texts so, as a graduate student, you should examine the material thoroughly on your own. You should come to class prepared for topical discussions. The course calendar lists the reading assignments and the topics to be dealt with during our class time.

The course calendar is the official schedule for the course. All due dates and assignments, whether announced in class or not, will go according to the written calendar. This schedule is tentative and is subject to change by the professor. Any changes will be

announced in class. Students are responsible for complying with changes announced in class

## **Academic Integrity**

All students are expected to comply with University rules and regulations on academic integrity and honesty. These rules and regulations are summarized in the Student Conduct Code (<http://www.eiu.edu/~judicial>). Disciplinary sanctions may be imposed for violations of these rules and regulations.

To encourage original and authentic written work, students may be required to submit their written assignments in this course for review to Turnitin.com, or other systems designed to detect plagiarized material, and those assignments will become a searchable document with the Turnitin (or other system's) database.

## **Emergencies**

Instructions about what to do in the event of an emergency are posted in all classrooms on Eastern's campus. Students are responsible for acquainting themselves as to the specific instructions so that they will be prepared in the event of an emergency. Since we will not be meeting in a classroom, it is unlikely that such emergencies will affect us during class time, however if you are accessing Elluminate from on-campus, please be aware of your surroundings and emergency procedures for that area.

## **Professionalism**

Students are expected to demonstrate professional conduct in class. Students who engage in unprofessional behavior (such as tardiness, discussing non-class materials, carrying on private chat sessions during class, etc.) may be asked to leave the session.