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## MIS 5105 – ELECTRONIC COMMERCE

Dr. Garrett, Fall Semester, 2009

### COURSE CALENDAR

Date	Day	Topic	Reading	Assignments
8/24	Mon	Introduction/The Digital World	eCom chs. 1-2	
8/31	Mon	Navigating the Web	eCom ch. 3	
9/7	Mon	LABOR DAY HOLIDAY		
9/14	Mon	Digital Design	eCom chs. 4&8	
9/21	Mon	Web Analytics		
9/28	Mon	Business Models	<i>The Innovator's Dilemma</i>	
10/5	Mon	Digital Markets	<i>The Long Tail</i> eCom chs. 5-7	Project Topic
10/12	Mon	Digital Automata		
10/19	Mon	Auctions		
10/26	Mon	Channel Conflict <sup>1</sup>	eCom ch. 9	
11/2	Mon	Trust in Cyberspace		
11/9	Mon	Security and Privacy		
11/16	Mon	Intellectual Property		
11/23	Mon	THANKSGIVING HOLIDAY		
11/30	Mon	Governance and Ethics	eCom ch. 10	Projects Due
12/7	Mon	Mass Collaboration	<i>Wikinomics</i> eCom ch. 11	
12/14	Mon	Final Exam (7:30-9:30 pm)		

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<sup>1</sup> I will be in transit to a conference on this day, so this session will be a week-long asynchronous WebCT assignment in lieu of an Elluminate session on this date.