

MIS 5105 – Electronic Commerce

General Information

Professor:	Dr. Norman Garrett, LH 4024, phone 581-2228 Office hours: MF 9-10, Mon 9-11 Email: nagarrett@eiu.edu
Course:	MIS 5105, Electronic Commerce
Semester:	Fall, 2009
Time/Place:	Monday, 7:00-9:30 p.m. via Elluminate
Course Website:	http://eiu.ngarrett.org
Methods:	Lecture, discussion, small group work, interactive online activities
Venue:	Elluminate web conferencing
Common Body:	Information Systems

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. In addition to attendance, students are expected to collaborate with each other and participate in collaborative assignments. Attendance will be monitored via Elluminate. Students will receive 100 attendance points and 10 points will be subtracted for each absence.

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
Attendance	100
Tentative Total Possible	1,000 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.

Instructor Assistance

My office hours are listed above. I am also available by appointment or by email. Additionally, you can use the WebCT virtual office, which I check daily. You can call me at 581-2228.

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/~counscr>), 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.