



COURSE OUTLINE

2015/2016

COURSE NAME: E-Commerce

COURSE CODE: CMIS3350

COURSE DESCRIPTION

This course provides a comprehensive introduction to the underlying strategies, technologies and applications of eCommerce. The course explores business models, technology processes and protocols, enterprise-wide and inter-enterprise systems and eBusiness applications, including the management of supply chains, customer relationships and business intelligence. Placing technical know-how in a business context, the course uses a variety of case studies and practical scenarios to explain how business is conducted electronically.

Course Credits: 3.00

Pre-requisites: CMIS2250

LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	<p>Evaluate and construct eBusiness models and strategies.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">• Discuss the benefits and challenges of eBusiness• Distinguish domains of eBusiness• Explain internet business models and strategies
2	<p>Evaluate eBusiness needs and propose applications</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">• Analyze internet-enabled supply chains• Explain internet-enabled procurement processes• Discuss customer relationship management with respect to eCommerce• Explain business intelligence functions and benefits to eCommerce
3	<p>Appraise and select appropriate eBusiness architectures.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">• Describe current and evolving internet technologies• Examine collaborative and inter-enterprise systems• Analyze eCommerce security risks and controls• Assess eCommerce billing and payment systems

4	<p>Monitor eBusinesses and modify strategies Your objectives will be to:</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> • Discuss and apply eMarketing strategies to eCommerce • Assess metrics for measuring eCommerce performance • Discuss ethical, legal and taxation issues in eCommerce within an international context • Examine eCommerce strategies and technologies with respect to a small business
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STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1, 2, 3 and 4	Cases, Discussions & Short Papers	10%
1, 2, 3 and 4	Term Paper/Course Assignments	25%
1, 2, 3 and 4	Written Assessments	65%
TOTAL		100%

COMPLETION REQUIREMENTS

The minimum passing grade for this course is 50% (D). Please note, however, that minimum grades or Grade Point Averages (GPAs) – term or cumulative - required for transfer, good standing in a program, eligibility for graduation, or requirements for professional designation or professional examination exemption may be higher. Students are strongly encouraged to consult with their academic advisor for more details.

REQUIRED LEARNING RESOURCES

Laudon, K.C. & Traver, C.G. (2015). E-commerce: business. technology. society. (11th ed.). Toronto, Canada: Pearson. ISBN: 978-0-13-350716-4.

DELIVERY METHOD

This course will be taught using a variety of delivery methods which may include face-to-face, online, or blended teaching platforms. Activities such as collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and practicums may be used to support learning.

STUDENT RESPONSIBILITY

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY STATEMENT

NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

Leadership Review Date: April 30, 2015

Curriculum Committee Review Date: June 17, 2011

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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ADDENDUM to NAIT Course Outline for CMIS 3350, E-Commerce

Instructor Name	Leon Bevans
Office Location	CC 245
Contact	leon.bevans@keyano.ca 587.646.4484
Office Hours	Thursday 17:00 to 17:45
Hours of Instruction	18:00 to 21:50

Required Resources

Laudon, K.C. & Traver, C.G. (2015). E-commerce: business. technology. society. (11th ed.). Toronto, Canada: Pearson. ISBN: 978-0-13-350716-4

Performance Requirements

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College 2015-2016 credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

Specialized Supports

Counselling and Disability Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

Exam Guidelines

PLEASE NOTE that the following Deferred Examination Policy is from NAIT. NAIT does NOT allow Supplemental Exams.



JR Shaw School of Business

DEFINITIONS

Accommodation Exams: Typically are scheduled for students with approved disabilities with the Services for Students with Disabilities (SSD).

Deferred Exam: Students unable to write an exam on the scheduled date and/or time due to illness or another serious reason (*documented circumstance*), a deferred exam may be scheduled for the student, upon approval as outlined below.

Immediate Family: Grandparents, parents, siblings, daughters/sons

Deferred Examination Policy

These guidelines apply to all deferred exams for daytime, evening, or online classes. **Students requesting an exam deferral should notify the JRSSB Business Information Centre as soon as possible in T300 or phone 780.471.8998**

1. Exams Rescheduled for Approved Documented Reasons

A. Students may be permitted to re-schedule exams for the following reasons, provided both the instructor and the Associate Chair/Chair are notified in advance of the scheduled exam AND appropriate "third party" documentation is provided to the appropriate Chair/Associate Chair within 3 business days of the start of the scheduled exam (e.g. a Monday exam would require documentation by Thursday, a Wednesday exam would require documentation by the following Monday). Weekend days and statutory holidays are **not** considered as business days.

Documented Reason	Appropriate Documentation
Personal medical/illness situations	A completed <u>physician statement form</u> , which is located in the T300 Business Information Centre. (Medical notes must be provided by a doctor. Prescription pad doctor's notes indicating you were seen in the office are NOT considered appropriate documentation.)
Death in immediate family	Obituary and death certificate of the deceased family member, evidence that the deceased is immediate family, address and contact information of the funeral home/church handling the service, and travel itinerary as appropriate.
Wedding in immediate family	Original wedding invitation, evidence that immediate family is being married, and travel itinerary as appropriate.
Documented accident	Third party documentation that clearly indicates the specific date and time of the accident, as well as provides evidence that the nature of the accident prevented the student from taking the exam, as originally scheduled.
Circumstances approved by the Program Chair/Associate Chair	As deemed appropriate by the Chair/Associate Chair

NOTE: Work is NOT an acceptable reason to re-schedule an exam.

B. The missed exam is to be re-scheduled to the earliest possible alternate day and time. Online students writing externally have within 72 calendar hours of the scheduled on-campus writing to write the exam. Requests to write beyond this 72-hour period fall within the criteria in A.

C. **Students will pay a fee of \$150.00 for ALL deferred exams.**

2. Students Arriving Late to Exams

If an exam is written late (outside of the scheduled exam period) but on the same day the exam was scheduled, a minimum 20% penalty will be assessed. If the exam is written late due to a reasonable unforeseen event such as a documented accident or poor weather conditions, the Program Chair/Associate Chair may waive the late penalty.

3. Exams Not Written Due to Approved Reasons

If it is not possible for a missed exam to be rescheduled, the Program Chair/Associate Chair in consultation with the course coordinator/instructor will decide on the appropriate action to take to make up for the missed marks.

4. Quizzes Missed or Written Late

Students may be permitted to re-schedule quizzes or have their missed grade reallocated to subsequent assessments, provided the appropriate “third party” documentation (as shown in the table above) is provided to the instructor with reasonable notice. The course instructor will make the decision regarding the approval/disapproval of the quiz deferral, as well as the method in which the student will make up the marks missed.

Topic Outline

Date	Topic
Week 1 (Jan. 7) Chapter 1 Page 2	<ul style="list-style-type: none"> • Pinterest: A Picture Is Worth a Thousand Words • E-commerce: The Revolution Is Just Beginning • E-commerce: A Brief History • Understanding E-commerce: Organizing Themes • The Pirate Bay: Searching for a Safe Haven
Week 2 (Jan. 14) Chapter 2 Page 54	<ul style="list-style-type: none"> • Tweet Tweet: Twitter’s Business Model? • E-commerce Business Models • Major Business-to-Consumer (B2C) Business Models • Major Business-to-Business (B2B) Business Models • How E-commerce Changes Business: Strategy, Structure, and Process • Freemium Takes Pandora Public
Week 3 (Jan. 21) Chapter 3 Page 108	<ul style="list-style-type: none"> • Google Glass: Augment My Reality • The Internet: Technology Background • The Internet Today • The Future Internet Infrastructure • The Web • The Internet and the Web: Features and Services • Mobile Apps: The Next Big Thing Is Here • Akamai Technologies: Attempting to Keep Supply Ahead of Demand
Week 4 (Jan. 28) Chapter 11 Page 702	<ul style="list-style-type: none"> • Social Network Fever Spreads to the Professions • Social Networks and Online Communities • Online Auctions • E-commerce Portals • eBay Evolves • Mini-Case 1
Week 5 (Feb. 4)	<ul style="list-style-type: none"> • Cyberwar: MAD 2.0 • The E-commerce Security Environment

Chapter 5 Page 248	<ul style="list-style-type: none"> • Security Threats in the E-commerce Environment • Technology Solutions • Management Policies, Business Procedures, and Public Laws • E-commerce Payment Systems • Electronic Billing Presentment and Payment • The Mobile Payment Marketplace: Goat Rodeo
Week 6 (Feb. 11) Chapter 6 Page 326	<ul style="list-style-type: none"> • Video Ads: Shoot, Click, Buy • Consumers Online: The Internet Audience and Consumer Behavior • Digital Commerce Marketing and Advertising Strategies and Tools • Internet Marketing Technologies • Understanding the Costs and Benefits of Online Marketing Communications • Programmatic Advertising: Real-Time Marketing • Mini-Case 2
Week 7 (Feb. 18) Chapter 7 Page 416	<ul style="list-style-type: none"> • Facebook: Putting Social Marketing to Work • Introduction to Social, Mobile, and Local Marketing • Social Marketing • Mobile Marketing • Local and Location-Based Marketing • ExchangeHunterJumper.com: Building a Brand with Social Marketing • Term Project Outline (Written, Oral Presentation & Website)
Week 8 (Mar. 3)	<p>Mid-Semester Coordinated Assessment Period Chapters 1,2,3,5,6,7 & 11 inclusive Exam Date: March 3rd</p>
Week 9 (Mar. 10) Chapter 4 Page 184	<ul style="list-style-type: none"> • USA Today Redesigns • Imagine Your E-commerce Presence • Building an E-commerce Presence: A Systematic Approach • Choosing Software • Choosing Hardware • Other E-commerce Site Tools • Developing a Mobile Web Site and Building Mobile Applications • Orbitz Charts Its Mobile Trajectory • Term Project Business Proposals Due
Week 10 (Mar. 17) Chapter 8 Page 484	<ul style="list-style-type: none"> • The Right to be Forgotten: Europe Leads on Web Privacy • Understanding Ethical, Social, and Political Issues in E-commerce • Privacy and Information Rights • Intellectual Property Rights • Governance • Public Safety and Welfare • The Google Books Settlement: Is It Fair? • Mini-Case 3
Week 11 (Mar. 24) Chapter 9 Page 562	<ul style="list-style-type: none"> • Blue Nile Sparkles for Your Cleopatra • The Online Retail Sector • Analyzing the Viability of Online Firms • E-commerce in Action: E-tailing Business Models • The Service Sector: Offline and Online • Online Financial Services • Online Travel Services • Online Career Services • Sharing Economy Companies • Open Table: Your Reservation Is Waiting
Week 12 (Mar. 31) Chapter 10 Page 628	<ul style="list-style-type: none"> • The Emerging Internet Broadcasting System (IBS) • Online Content • The Online Publishing Industry • The Online Entertainment Industry

	<ul style="list-style-type: none"> • Netflix: How Does This Movie End?
Week 13 (Apr. 7) Chapter 12 Page 744	<ul style="list-style-type: none"> • Volkswagen Builds Its B2B Platform • An Overview of B2B E-commerce • The Procurement Process and Supply Chains • Trends in Supply Chain Management and Collaborative Commerce • Net Marketplaces • Private Industrial Networks • Elemica: Cooperation, Collaboration, and Community • Term Project Written Due
Week 14 (Apr. 14)	<ul style="list-style-type: none"> • Term Project Presentations • Term Project: Oral Presentation & Website Due
Week 15 (Apr. 21)	Final Coordinated Assessment Period <i>Chapters 4,8,9,10,& 12 inclusive</i> <i>Exam Date: April 21st</i>

Authorization

This course outline has been reviewed and approved by the Program Chair.

Leon Bevans

Gina Jackson, Chair

Date Authorized

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:

Instructor

Registrar's Office