The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: E-Business Strategies

Course number: 5360  Course Section: Credit. Hours: 3  Semester: Summer 2016

Prerequisites: MBA 5357  Room #: O’Rourke 106  Days & hours: Saturday 8:00 a.m.-11:45 a.m.

2. Instructor Information

Name: Dr. Rosalind A. Wyatt  Office location: 106 Welder Hall

Office phone: 713=525-6920  Office hours: By appointment

Where to leave assignments: Main Office Welder Hall

Emergency phone:  E-mail: wyattr@stthom.edu  Fax number: 713-525-2110

*home/cell phone: 832-463-0587  Only between the hours of 9 a.m. and 7 p.m.  E-mail preferred

3. Course Catalog Description

This course provides an overview of the conduct and management of e-business. Topics covered include technologies that support e-business, different e-business models and applications, security issues, electronic payment systems, legal and ethical issues, global issues, design and implementation issues and strategy for implementing an e-business. Students will write weekly current event analyses that address these issues. Prerequisites: MBA 5357.

4. Course Overview, Goals and Objectives:

The growth of Internet and subsequently the World Wide Web has been nothing short of phenomenal. Their impact on every aspect of life including the impact on business has been game changing. Now companies both large and small are able to accomplish things that would not have been possible or at the very least things that would have been difficult and costly just 10 years ago.
Along with the impact on businesses and other organizations, everyday citizens have been greatly impacted by the Internet and the World Wide Web. People now have instantaneous access to tremendous amounts of information. Of course this has influenced how we perceive the world and how we behave as shoppers, voters and citizens.

What we hope to accomplish in this course is to look critically at these phenomena from an economic, technological, and social lens and we examine how businesses can successfully use the Internet, the World Wide Web and now Mobile Platforms to grow and thrive. We will explore some of the technological aspects of the Internet but we will focus even more on the managerial and strategic aspects of E-commerce. We will also examine some ethical and public policy issues related to E-business and E-commerce.

Some of the issues we will cover include:

1. The components and roles of the Electronic Commerce environment.
2. Selling products and services on the Web
3. The importance of companies establishing a strong Web presence.
4. E-Commerce payment systems including Paypal, Google Checkout and others.
5. Components of an effective E-commerce site.
6. Effective Web marketing and components of strong branding.
7. Online media and education delivery
8. Ethical and public policy issues related to E-Commerce

5. Emphasis on Team Learning

This course emphasizes working in teams. In today’s business environment collaboration is key, both within and between functional business areas. The reality is that in our professional lives we are often called upon to work in teams. Please view this as an opportunity to learn and not as a punishment. In this class four heads are better than one and you will have a chance to experience that notion by working in teams of four. You will work with the same team for the entire semester. **Once you have selected your team, you cannot change teammates. The E-commerce project will be team oriented.** You will have the opportunity in the coming weeks to use Blackboard to set up chat sessions, discussion boards and to exchange written information with your teammates. This will cut down on some of your need to meet face-to-face with your team members, but still allow you to richly interact.

6. Texts, Readings, Materials

In this course we will be using a textbook for reference and to help us outline some basic concepts. We will also rely heavily on articles and research reports from business and tech periodicals.

Please order the textbook from any online textbook vendor. There are also global editions of this textbook that might also be cheaper.

Required readings: (See Blackboard and the tentative course schedule)

7. Instructional methods

This course will be a hybrid course with instruction taking place both in person and online via Google Hangouts. Class will consist of weekly lectures and discussion both in the classroom and online. Each student will be REQUIRED to create a Google Account and subsequent Gmail account. I will send you an invitation to join a Google Circle and an online community set up specifically for the class. Please check your Gmail account daily for any additional instructions.

All of our online classes will be conducted using Hangouts. Those Hangouts will be scheduled in advance and you will receive an email reminder for the upcoming Hangout event. The in-class lectures will be prescheduled and designated on the syllabus.

8. Individual Article Assignment

Each student will select a current article from an academic or practitioner journal and write a summary to turn in at an assigned time. Each student will also prepare the article for class discussion and lead in that discussion. There should be at least 4 major questions formulated from the article as a part of the discussion. The article selection will be based on the chapter/topic(s) we are covering that week.

The student must send a link to or a .pdf file of the article that they have selected to the class via Blackboard and via the Google Community by the Friday before their assigned presentation date. This will give the class and the instructor time to read and prepare for the class discussion. We will devote no more than 45 minutes of class time to the presentation. The presentation should be engaging with no more than five Powerpoint slides. For the article that you present, you should also do additional research that supports or disputes your article.

Please DO NOT select blog posts and opinion pieces for your main article presentation. You can use them as additional support for your topic. For your chosen article look in publications such as Harvard Business Review, Journal of Marketing, Fast Company, New York Times Business Section and other like publications.
On the day you present the article you must turn in a copy of the summary, analysis and the discussion questions at the beginning of class. If you are presenting virtually, submit all of the materials to me via email.

8. Technology

In order to participate in the online discussions and lectures, you will need access to a high-speed Internet connection. You may “attend” these sessions wherever you are comfortable doing so. Please remember that the rest of the class and I will be able to see you so govern yourself accordingly. Feel free to go to a library, coffee shop or wherever you wish to “attend” class but consider the noise level and the activity level and whether that will affect your ability to concentrate on the discussion.

Blackboard

This class will use Blackboard as a course supplement. With Blackboard you can view some of the class notes, send and receive communications to and from the instructor, communicate with and send documents easily to teammates, download class readings, and view grades and course progress at any time. Students are encouraged to log onto Blackboard daily to stay current with the class. Logging onto Blackboard is NOT a substitute for coming to class lectures. There will be some information presented in class discussion that WILL NOT show up on Blackboard. Therefore, it is extremely important that students attend class.

Exams

There will be one exam, a final containing questions associated with the textbook chapters, other assigned readings, lectures, class discussions, guest speakers, and any other outside material assigned and/or discussed. This exam will be comprehensive, essay exam.

****I will only give makeup exams if you provide a university-accepted excuse for missing an exam. I will require supporting documentation (doctor’s notes, etc.) for verification. It is up to the individual student to explain why he or she missed the exam and to arrange a time with me to take a makeup exam.****

The final exam will be taken online through Blackboard!!! It will become available at a set time on August 6th and you will have a set amount of time to complete and submit the exam.
Major Team Project

This is a major team assignment. An introduction and specific guidelines for this assignment will be issued and discussed on June 11th. The guidelines will also be posted on Blackboard. The project is due at the end of the semester (see project handout for specifics). For the project assignment, one team member will be designated to turn in the report for the team as a whole. Decide before the due date whom that person will be. He or she should coordinate the teams efforts in making sure that all i’s are dotted and all i’s are crossed. If the assignment is not turned in on time the entire team will receive a ‘0’.

- No assignments will be accepted late!
- The project has to be turned in a formal report folder
- The assignment must have a cover page that contains the name of each team member, the assignment title, the course and the date.
- The project report should be double-spaced.

There will be an assigned presentation date in which all teams will present their projects. It is listed under the tentative course dates that follow.

Grading Summary

Final grades will be determined as follows:

100 points—Final Exam
150 points—E-commerce project (written)
100 points—E-commerce project (oral presentation)
50 points—team evaluation
100 points—Individual article presentations

500 points total

A Word About the Team Evaluation

As a team member you will be expected to contribute to the team. "Slackers" beware! At the end of the semester, each teammate will evaluate your participation in completing the team assignments. Their evaluations will factor into your final grade. If there is a group member who is not contributing and all of the additional members agree, the group can request in writing to have an individual penalized on the marketing plan and case assignments. The entire team will be required to meet with me, such that I can make a determination of what, if any, penalty will be assessed. It is my sincere desire that no group has to resort to this, however, it is not fair that one individual receive the same grade as the team members who do all the work. If a team requests that one particular individual be penalized for non-participation, then it is up to that team to show documented proof that the individual did not adequately participate (i.e., attendance records, meeting notes, etc.). I do not take this matter lightly!
At the end of the semester, you will complete a team evaluation form where you will evaluate everyone on the team including yourself. Each team member can receive up to 50 points. The number of points you assign team members is based on a set of criteria outlined on the evaluation form. I will average all the evaluation scores based on the feedback from all team members. I will take the score each individual receives and divide it by 50 possible points. That percentage will be used to determine your final e-commerce project score. For example, if you receive team evaluation scores: 50, 40, 30, 40, your team evaluation score would be 40. I would then divide the 40 points you received by 50 points total and multiply that (.80) by the team’s e-commerce project score. Therefore, if the team as a whole received a grade of 175 points on the project, your individual project grade would be 140 (175 x .80). If you put in only 80 percent effort to help the team complete the project, then you should receive only 80 percent of the grade. This policy is in place to help ensure that ALL team members contribute.

Grade Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Total Points Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>465-500</td>
</tr>
<tr>
<td>A-</td>
<td>450-464</td>
</tr>
<tr>
<td>B+</td>
<td>435-449</td>
</tr>
<tr>
<td>B</td>
<td>415-434</td>
</tr>
<tr>
<td>B-</td>
<td>400-414</td>
</tr>
<tr>
<td>C+</td>
<td>385-399</td>
</tr>
<tr>
<td>C</td>
<td>365-384</td>
</tr>
<tr>
<td>C-</td>
<td>350-364</td>
</tr>
<tr>
<td>D+</td>
<td>335-349</td>
</tr>
<tr>
<td>D</td>
<td>315-334</td>
</tr>
<tr>
<td>D-</td>
<td>300-314</td>
</tr>
<tr>
<td>F</td>
<td>299 &amp; below</td>
</tr>
</tbody>
</table>
Note: This course requires a lot of writing. If you have trouble writing you will need to seek the assistance of the people in The Writing Center in the Tutorial Services Center in Crooker 207. You need to be very comfortable in organizing your thoughts and ideas in writing. Failure to write proficiently will impact your grade. Give yourself a sufficient amount of time to proofread and correct your individual and team assignments. Use all available tools to ensure that you turn in the best possible written assignments.
9. Tentative Course Schedule:

Dates & Topics

**May 30**—Introduction, ground rules and course expectations. Discuss syllabus in detail and answer any questions. Discuss Chapter 1: “Intro to E-Business and E-Commerce”.

**June 6**—Discuss Chapter 2: “E-Commerce Business Models and Concepts.” 2nd half of class Team project introduction and discussion


**June 20**—Discuss Chapter 4: “Building an E-Commerce Presence”. Discuss Chapter 5: “E-commerce Security and Payment Systems”.

**June 27**—Online Class. Discuss Chapter 6: “E-Commerce Marketing and Advertising Concepts”. Discuss Chapter 7: “Social, Mobile and Local Marketing”.

**July 4**—Holiday

**July 11**—Online Class. Discuss Chapter 8: “Ethical, Social, and Political Issues in E-Commerce”.

**July 18**—Discuss Chapter 9: “Online Retail”. Discuss Chapter 10: “Online Content and Media”.

**July 25**—Online Class. Discuss Chapter 12: “B to B E-Commerce”. **Article Presenter and**

**August 1**—Lecture catch-up. **Project Presentations**

**August 8**—Online Final Exam

Please note that this schedule is tentative and more than likely WILL change. I will inform you as soon as possible of any changes.


10. Course Policies:

Attendance/Lateness

Students are expected to attend and be on time for all classes including the classes conducted online. I will check to ensure that all students are logged on in our virtual sessions. Of course sometimes circumstances beyond your control may prevent you from being in class. It is in your best interest to let the instructor know as soon as possible of those circumstances. If you miss more than 2 classes it WILL impact your final grade.

Class Participation

This success of this class relies heavily on vigorous discussion and an intense exchange of ideas. Please come prepared to participate in the discussion by reading the book chapters and any other assigned readings.

Missed Assignments

Assignments must be turned in on time and will not be graded if submitted past the due date.

Extra credit opportunities

There may be opportunities during the semester to earn extra credit. I will happily inform you if and when these opportunities become available.

Other Class Rules

- **Switch off all mobile phones.** If a cell phone rings, sings, beeps, laughs, chimes, or makes any other sound in class, the offending student will be greatly ridiculed. Please do not take personal calls during our virtual class times. I expect you to stay engaged throughout our sessions both in person and online.

- **No completing crossword puzzles, text messaging friends, watching YouTube, surfing the web and reading newspapers or magazines (non-class related).** The offending student will be greatly ridiculed.
The Cameron School of Business at University of St. Thomas

**MISSION STATEMENT**

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.

**Academic Honesty** Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

**Accommodations** The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.