The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title:  MBA 5360 E-Business Strategies

Course number: 2201  Course Section:  A  Credit. Hours: 3

Semester: Spring 2017

Prerequisites: MBA 5357  Room #: Strake 206  Days & hours: T 7:00-9:45 p.m.

2. Instructor Information

Name: Dr. Rosalind A. Wyatt  Office location: 120 Welder Hall

Office phone:  Office hours: TTH 3:00-4:00 By Appointment

Where to leave assignments: Main Office Welder Hall

Emergency phone: 713-525-2100  E-mail: wyattr@stthom.edu

*Mobile phone: 832-463-0587  Only between the hours of 9 a.m. and 7 p.m.

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 or by approval.

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, especially 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 some of it true and some of it false. Of course this has influenced all aspects of life from shopping to voting behavior.

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 of course 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. 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. E-commerce infrastructure components and challenges
8. IT/Cyber Security and its critical importance in overall business strategy
9. 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 consist of weekly lectures, vigorous classroom discussion and occasional discussion board activity. We will have guest speakers that focus on the designated themes selected for the semester.

8. Article Assignment

Each student will select a current article from an academic or practitioner journal and write summary to turn in. The 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 topic(s) we are covering that week.

The presenter must send the class a link to or a citation of the article that they have selected via Blackboard the day 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. I will pay close attention to your preparation. In addition to the main 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 the article presentation unless they are authored by well-known, credentialed experts in that particular field. Look for articles in publications such as Harvard Business Review, Journal of Marketing, Fast Company, New York Times Business Section and other like publications.
On the day of the presentation the individual must turn in a copy of the summary, analysis and the discussion questions at the beginning of class.

8. Technology

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.

9. Assessment

Exams

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

****I will only give a makeup exam 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.****

E-Commerce Project

This is a major team assignment. Specific guidelines for this assignment will be issued and discussed during designated class periods. 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!
- There will be an assigned presentation date in which all teams will present their work.
Grading Summary

Final grades will be determined as follows:

- 150 points—Final Exam
- 150 points—E-commerce project (written)
- 50 points—E-commerce project (oral presentation)
- 50 points—Team evaluation
- 100 points—Team article presentations and discussion

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>
10. Tentative Course Schedule:

Dates & Topics

January 24—Introduction, ground rules and course expectations. Discuss syllabus in detail and answer any questions. Chapter 1: Intro to E-Business and E-Commerce


February 7—Discuss Chapter 3: “E-Commerce Infrastructure”. Team 1

February 14—Discuss Chapter 4: “Building an E-Commerce Presence”. Team 2

February 21—Discuss Chapter 5: “E-commerce Security and Payment Systems”. Guest Speaker

February 28—Discuss Chapter 6: “E-Commerce Marketing Concepts”. Team 3

March 7—Discuss Chapter 7: “Social, Mobile and Local Marketing”

March 14—Spring Break

March 21—Discuss Chapter 8: “Ethical, Social, and Political Issues”. Team 4

March 28—Discuss Chapter 9: “Online Retail and Services”

April 4—Discuss Chapter 10: “Online Content and Media”. Team 5

April 11—Discuss Chapter 11: “Social Networks, Auctions and Portals.”

April 18—Discuss Chapter 12: “B to B E-Commerce”

April 25—Project Presentations

May 2—Final Exam becomes available this week

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

Attendance/Lateness

Students are expected to attend and be on time for all classes. 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.

- **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.