Course Information

Course Title: MBA 5360 E-Business Strategies
Semester: Spring 2018

Instructor Information

Name: Dr. Rick Taylor    Office location: Cyberspace
Personal Cell phone: (832)244-1241  Office hours: By Appointment
E-mail: taylorrg@stthom.edu or rickphd@gmail.com

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.

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.

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 two heads are better than one and you will have a chance to experience that notion by working in your team. You will work with the same team for the entire semester. 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.

Texts, Readings, Materials


- Various articles/cases that will be available on Blackboard.

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)

Instructional methods

This course will be conducted totally asynchronous. There is no specific meeting time/day for the class. You access the class and complete the assignment at your own convenience during the week. The class will consist of weekly online discussions, team assignments, and various individual assignments throughout the semester.

Technology

Blackboard

This class will use Blackboard for ALL work throughout the semester. With Blackboard you can view class information/announcements, communicate with and send documents easily to teammates, download class readings, complete online-quizzes, submit assignments, and view grades and course progress at any time. Students are encouraged to log onto Blackboard daily to stay current with the class.
Assignments

Quizzes (10 pts/each week)
There will be weekly quizzes throughout the semester to ensure you are familiar with the topics/terms presented in your textbook. The quiz questions will come from material in your textbook. Quizzes are due Monday night at 11:59 pm. Late quizzes will be accepted but will receive a 50% deduction.

Weekly Discussion (20 pts/each week)
Since this class is online, you will be required to “attend” the class each week by participation in the Discussion forum. Typically, there will be 3 questions posted. These questions may be related to information in your textbooks or current eCommerce topics. You are required to Answer/Respond to EACH of the questions by Thursday night (11:59 pm). You should then respond to classmates’ responses. Your initial posts should be thorough (including references/stats is a BIG plus). Response to classmates’ posts should be substantive and be written to contribute to the ongoing discussion of the topic. Ten substantive posts each week will get you full credit. Discussion Forum participation CANNOT be made up. The forum will close at 11:59 pm on Monday nights.

Website Design (100 points)
You will use www.weebly.com to create a website for an eCommerce consulting service that you are planning to start. Your website will consist of the Home Page along with 5 other pages. Be creative...you are selling your services. Come up with pricing structures for your various services. I will provide you with a login and password for Weebly. The login/password I give you will provide access to the FULL Weebly services. If you create an account on your own, you will only be given limited access. A word of warning. Weebly has a LOT of features, but there is a learning curve to use this software. Don’t wait till the last minute to get started. I expected you to WOW me.

Article Reviews (25 pts/each)
You will have a few articles to review throughout the semester. I will provide a choice of various eCommerce related articles from which to choose. Each review should include more than just a summary of the article, but also include your thoughts. (2+ pages/each)

Exam (50 pts/each part)
Your exam will be given in 4 parts, each worth 50 points each. These will be spaced throughout the semester. See the tentative schedule below for dates. Masters-quality response are expected.

eCommerce Country Analysis (100 pts)
You will create a Prezi presentation discussing the eCommerce activities of a non-USA country of your choice. You will find that different countries have their own web services (China, India, South Korea, Japan, Philippines, etc). Include descriptions of different eCommerce companies/activities within the country, along with stats. WOW me!

Group/Team Assignments: (300 pts)
As in contemporary businesses, you are expected to be able to work in groups/teams and will be expected to exhibit proficiency in analysis, written and verbal communication as a team for course related group/team work.

There will be 2 group projects this semester.

1. eCommerce Case Analysis (100 pts) Your group will present the case, in written format. Your paper will include an overview of the case and the issues presented, along with answers to the question(s) posed within the case. You are expected to use OUTSIDE resources to enhance your case analysis (approximately 8 pages).
2. eCommerce plan. (200 pts) Your group will select a foreign company who currently does NOT have a presence in the US, but wants to establish an eCommerce presence in the US. The plan will be in the form
of a Prezi presentation, along with a web-site you create for the company. Audio/Video is expected on the presentation.

Any resources and/or materials used (print or online) used to complete the Team/Group Project and/or any other assignment or work related to any assignments, projects, exams, etc., should be listed in a reference section or bibliography of works cited and websites used.

**Missed/Late Assignments**

Assignments must be turned in on time to receive full credit. Late assignments will be accepted up to a week late, but will incur a 50% deduction.

**Grading Summary**

Final grades will be determined as follows:

- 100 points—Quizzes
- 200 points—Weekly Discussion
- 100 points—Individual Website
- 100 points—Article Reviews
- 200 points—Exam
- 100 points—eCommerce Country analysis
- 100 points—Group Case analysis
- 100 points—Group eCommerce Plan

1000 points total

**Grade**

My grading philosophy is that I expect GOOD masters-quality work from each of you. Work done at a Good Masters-Quality level will be worth a solid 85%. To earn above that grade, you should put forth EXCEPTIONAL masters-quality work.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Total Points Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900-1000</td>
</tr>
<tr>
<td>B</td>
<td>800-899</td>
</tr>
<tr>
<td>C</td>
<td>700-799</td>
</tr>
<tr>
<td>F</td>
<td>0-699</td>
</tr>
</tbody>
</table>
# Tentative Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 18 – Jan 21</td>
<td>Introduction</td>
<td>Intro Video</td>
</tr>
<tr>
<td>2</td>
<td>Jan 22 – Jan 28</td>
<td>Chapter 1 - The Revolution is Just Beginning</td>
<td>Discussion, Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Current eCommerce Issues</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Jan 29 – Feb 04</td>
<td>Chapter 2 - eCommerce Business Models</td>
<td>Discussion, Quiz, Exam Part 1</td>
</tr>
<tr>
<td>4</td>
<td>Feb 05 – Feb 11</td>
<td>Chapter 4 - Building an eCommerce Presence</td>
<td>Discussion, Quiz, Weebly Website</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Individual Website Design</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Feb 12 – Feb 18</td>
<td>Chapter 5 - eCommerce Security &amp; Payment</td>
<td>Discussion, Quiz, Articles</td>
</tr>
<tr>
<td>6</td>
<td>Feb 19 – Feb 25</td>
<td>Chapter 11 - Social Networks, Auctions, Portals</td>
<td>Discussion, Quiz</td>
</tr>
<tr>
<td>7</td>
<td>Feb 26 – Mar 04</td>
<td>Chapter 6 - eCommerce Marketing</td>
<td>Discussion, Exam Part 2</td>
</tr>
<tr>
<td>8</td>
<td>Mar 05 – Mar 11</td>
<td>eCommerce Country Analysis</td>
<td>DUE Mar 11</td>
</tr>
<tr>
<td>9</td>
<td>Mar 12 – Mar 18</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mar 19 – Mar 25</td>
<td>Chapter 7 - Social, Mobile and Local</td>
<td>Discussion, Quiz, Articles</td>
</tr>
<tr>
<td>11</td>
<td>Mar 26 – Apr 08</td>
<td>Group Case Analysis</td>
<td>DUE Apr 08</td>
</tr>
<tr>
<td>12</td>
<td>Apr 09 – Apr 15</td>
<td>Chapter 12 - B2B eCommerce</td>
<td>Discussion, Quiz, Exam Part 3</td>
</tr>
<tr>
<td>13</td>
<td>Apr 16 – Apr 22</td>
<td>Chapter 9 - Online Retailing Services</td>
<td>Discussion, Quiz, Articles</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 10 – Online Content and Media</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Apr 23 – Apr 29</td>
<td>Chapter 8 - Ethical, Social, Political Issues</td>
<td>Discussion, Quiz, Exam Part 4</td>
</tr>
<tr>
<td>15</td>
<td>Apr 30 – May 05</td>
<td>Group Project DUE</td>
<td>DUE May 05</td>
</tr>
</tbody>
</table>

** All assignments are due Monday night (11:59pm) unless otherwise notified.

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

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. UST Academic Honesty: http://libguides.stthom.edu/plagiarism

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.