BUSN 2450 - E-Commerce
3 Credit Hours

Course Description:

A study of electronic commerce and its impact on business. The course provides a framework for understanding electronic commerce, including possible marketing opportunities, as well as implementation and organization issues involved in capitalizing on electronic commerce.

Course Outcomes:

The course will: ·

- Provide students with an understanding of commerce, e-commerce, value chains and marketing strategy.
- Guide students to understand how successful web presences are created.
- Enhance students' ability to evaluate functionality of ecommerce site.
- Guide students through the essentials of creating a secure commerce environment.
- Develop students' ability to compare and contrast the advantages and disadvantages of common electronic payment systems.
- Expand students' understanding of the impact of three uncontrollable environmental factors (culture, legal and ethical) on ecommerce.
- Provide students with an overview of how e-commerce has revolutionized supply chain management.
- Explore emerging trends in e-commerce, specifically social and mobile media.

Prerequisites and Corequisites:

Students must be able to read and write at the college-level. Students will be expected to write and express themselves in grammatically correct, concise, Standard English. Grades will be based on writing skills, content, thorough research effort and timeliness.

Course Topics:

- The Revolution is Just Beginning
- E-commerce Business Models and Concepts

- E-commerce Infrastructure: The Internet, Web, and Mobile Platform
- Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps
- E-commerce Security and Payment Systems
- E-commerce Marketing Concepts: Social, Mobile and Local
- E-commerce Marketing Communications
- Ethical, Social and Political Issues in E-commerce
- Online Retailing and Services
- Online Content and Media
- Social Networks, Auctions and Portals
- B2B E-commerce: Supply Chain Management and Collaborative Commerce

Specific Course Requirements:

This is a distance-learning course. To enroll in this course and be successful, students must have access to their own computer with an Internet web browser (such as Internet Explorer, Chrome or Mozilla Firefox), and will have to contract with an Internet service provider.

Students must know how to navigate D2L (Desire 2 Learn), address technical problems immediately, and check email every day for general announcements. Students enrolled in this course **must** complete all requirements as outlined in the syllabus in order to receive a grade.

Required Textbooks:

Please visit the Virtual Bookstore to obtain textbook information for this course. Move your cursor over the "Books" link in the navigation bar and select "Textbooks & Course Materials." Select your Program, Term, Department, and Course; then select "Submit."

Supplementary Materials:

Web-based material available through links within the course modules [chapters].

Hardware and Software Requirements:

Minimum hardware requirements can be found here.

Minimum software requirements can be found here.

Common applications you might need:
To read a PDF file download the latest version of [Adobe Reader here](#)
Don't have Microsoft Word? Explore an alternative [OpenOffice here](#)
Accessing a PowerPoint file? Download the [PowerPoint Viewer here](#)

Web Resources:

Purdue [OWL Online Writing Lab](#) (for APA, MLA, or Chicago style)

The Writing Center [Online Writer's Handbook](#)

Student Resources:

- Technical support information can be found on the [TN eCampus Help Desk](#) page.
- Smarthinking virtual tutoring is available **FREE** of charge. to access Smarthinking, visit the course homepage and select Smarthinking under Course Resources. You also view [sample sessions](#) to see what Smarthinking offers and how it works.
- Information on other student issues or concerns can be located on the [TN eCampus Student Resources](#) page.

Instructor Information:

Please see "Instructor Information" in the Getting Started Module for instructor contact information, virtual office hours, and other communication information. You can expect to receive a response from the instructor within 24-48 hours unless notified of extenuating circumstances.

Testing Procedures:

Quiz/Exam Procedures:

- All testing will be completed online.
- The timeline for the quizzes and exams, as well as written assignments and discussions, can be found in the course calendar in D2L and on the course content page. Links within each week's Module [Chapter] will take the student directly to the work they are to complete.
- Quiz/Exam grades will be posted immediately upon submission.
- Contact the Helpdesk in the event of technical difficulties.

Exams:

There will be two exams: a Midterm Exam and a Final Exam. Each student will get a different, randomly generated exam. Each exam will have 50 multiple choice questions. You will have three attempts per exam. You will have 120 minutes to complete each exam. When the time has expired, you will be instructed to SUBMIT the quiz. Any work done after the expiration of the time will not be saved. If you are not prepared, you will not have time to complete the exam in the time allotted.

Quizzes:
There will be a quiz assigned for each Module [Chapter]. The lowest two Module [Chapter] quiz grades will be dropped. Please note that you have five attempts on each quiz and may use any resources you like EXCEPT you may not get help from another person.

Each student will get a different, randomly generated quiz. Each quiz will have 10 multiple choice questions. You will have 30 minutes to complete each quiz. When the time has expired, you will be instructed to SUBMIT the quiz. Any work done after the expiration of the time will not be saved. (Each attempt will be a randomly generated quiz.)

Before taking a quiz: carefully read the chapter in the textbook, the chapter notes, the chapter PowerPoint slides, videos, and review the chapter keywords. These items are located under each Module [Chapter] under course content. You may use all these resources during your quiz but each quiz is timed and if you are not prepared, you will be unable to finish in the time allocated.

Cheating in this class means giving or receiving help. Cheating on quizzes will result in a grade of "F" for the course.

Grading Scale:

Final letter grade is based on cumulative **quizzes, written assignments, discussion participation and exams**. All of your grades will be posted in D2L under the **GRADES** link. It is the student's responsibility to keep up with their own grades. Any missing grade should be addressed with the instructor immediately.

How to Calculate your Grade:

Letter grades will be based on cumulative points from quizzes, exams, discussions, and written assignments. The cumulative points from all four types of graded assignments will total 1000.

Point Range	Assigned Grade
900 - 1000 points	A

Point Range	Assigned Grade
800 - 899 points	B
700 - 799 points	C
650 - 699 points	D
under 650 points	F

Graded Items

Description	Points
12 Written Assignments @ 20 points each, lowest two scores drop	200
12 Discussions @ 20 points each, lowest two scores drop	200
12 Quizzes @ 20 points each, lowest two scores drop	200
2 Exams @ 200 points each	400
Total Points	1000

Assignments and Projects:

- There will be twelve (12) written assignments, one for each Module [Chapter].
- Assignment grades will be posted within two weeks of the due date.
- Cheating in this class means giving or receiving help on assignments and plagiarizing papers. I will use TURNITIN software throughout the semester. TURNITIN detects plagiarism in written assignments. Be sure and cite any work you use from other sources, including online. Cheating will result in a grade of F in the course and/or zero on the assignment.
- All assignments are considered received on the day the instructor is able to open it. Use Microsoft Word only to submit your assignment in the Dropbox Tool. If the assignment is written in any other format, I will give you a zero on the assignment.
- These assignments are valued at 20 points each.
- The lowest two written assignment grades will be dropped.
- Due dates are provided in the course calendar.

Submitting Written Assignments

Use the class Dropbox Tool to submit your weekly Module [Chapter] written assignments. I will only accept assignments submitted in Microsoft Word format via the Dropbox Tool in D2L.

Class Participation:

Interaction with other students is an important component of the course. Students must participate by posting to discussions on the topics assigned in a timely manner. Deadlines for discussion postings are included at the bottom of each discussion. Students are also expected to communicate with the instructor as a learning resource and to check the course website frequently for announcements.

Each Module [Chapter] includes three discussion questions, for a total of 36 discussions. These questions serve two purposes: First, they are a forum to apply what you learned in the chapter. Second, they take the place of class discussion, allowing you to learn from other students. You must post to all three discussions for a specific Module [Chapter], plus respond to two comments made by fellow students for a total of FIVE (5) posts per week.

- Discussion participation for each Module [Chapter] is valued at 20 points.
- The lowest two Module [Chapter] discussion participation grades will be dropped. No late discussion participation will be accepted.
- Due dates are provided in the course calendar.

Late Policy:

I will allow you ample time to complete your assignments. Due dates are non-negotiable. You may work ahead, but since I will be discussing each assignment with the class, you may not submit late work.

No late work will be accepted unless arranged, in advance, with the instructor's approval. Approval will be at the complete discretion of the instructor. A personal computer crash will not qualify for exemption to the established due dates unless the TN eCampus D2L system is down.

If you have a medical issue such as emergency surgery, death in the family, serious accidents or anything major email me with supporting documentation. I will verify all submitted documents before granting an extension. I will grant extensions only in cases where you, your spouse, a child, or a parent is seriously ill or injured.

Once again, personal computer crashes will not qualify for exemption to the established due dates unless the TN eCampus D2L system is down.

Course Ground Rules:

The following two statements (1., 2.) were derived from the TBR System-wide Student Rules document, released January 2012:

RULES OF THE TENNESSEE BOARD OF REGENTS STATE UNIVERSITY AND COMMUNITY COLLEGE SYSTEM OF TENNESSEE SYSTEMWIDE STUDENT RULES CHAPTER 0240-02-03 STUDENT CONDUCT AND DISCIPLINARY SANCTIONS

Read the document in its entirety here.

1. Standards of Conduct:

- Students are required to adhere to the same professional, legal and ethical standards of conduct online as on campus. In addition, students should conform to generally accepted standards of "netiquette" while sending e-mail, posting comments to the discussion board, and while participating in other means of communicating online. Specifically, students should refrain from inappropriate and/or offensive language, comments and actions.

2. Review the TN eCampus Academic Integrity/Academic Honesty Policy**:**

- In their academic activities, students are expected to maintain high standards of honesty and integrity. Academic dishonesty is prohibited.

Such conduct includes, but is not limited to:

- an attempt by one or more students to use unauthorized information in the taking of an exam
- to submit as one's own work, themes, reports, drawings, laboratory notes, computer programs, or other products prepared by another person,
- or to knowingly assist another student in obtaining or using unauthorized materials.

Plagiarism, cheating, and other forms of academic dishonesty are prohibited.

Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are subject to disciplinary action through the regular procedures of the student's home institution. Refer to the student handbook provided by your home institution to review the student conduct policy.

In addition to other possible disciplinary sanctions that may be imposed, the instructor has the authority to assign an "F" or zero for an activity or to assign an "F" for the course.

Other Course Rules:

Students are expected to:

- Participate in all aspects of the course
- Communicate with other students
- Learn how to navigate in Brightspace
- Keep abreast of course announcements
- Use the assigned course management (Brightspace) email address rather than a personal email address
- Address technical problems immediately:
    - Contact Technical Support
    - View Term Calendar here
- Observe course netiquette at all times.

Guidelines for Communications:

Email:

- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Use of emoticons might be helpful in some cases.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
- Respect the privacy of other class members

Discussions:

- Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
- Try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of other's ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.

Library:

The [Tennessee Virtual Library](#) is available to all students enrolled in TN eCampus programs and courses. Links to library materials (such as electronic journals, databases, interlibrary loans, digital reserves, dictionaries, encyclopedias, maps, and librarian support) and Internet resources needed by learners to complete online assignments and as background reading will be included within the course modules. To access the Virtual Library, go to the course homepage and select the **Virtual Library** link under Course Resources.

Students with Disabilities:

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the appropriate disability services staff at their home institution. Prior to granting disability accommodations in this course, the instructor must receive written verification of a student's eligibility for specific accommodations from the disability services staff at the home institution. It is the student's responsibility to initiate contact with their home institution's disability services staff and to follow the established procedures for having the accommodation notice sent to the instructor.

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Disclaimer

The information contained in this syllabus is for general information purposes only. While we endeavor to keep this information up-to-date and accurate, there may be some discrepancies between this syllabus and the one found in your online course. The syllabus of record is the one found in your online course. Please make sure you read the syllabus in your course at the beginning of the semester. Questions regarding course content should be directed to your instructor.