

Electronic Commerce Systems, ISM 4480, Fall 2014

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Course Description

This course introduces important technology enablers that facilitate electronic commerce and discusses the evolving e-commerce business models and landscape that has developed around these technologies. The course discusses several new and established businesses that exploit these enablers.

Electronic commerce has clearly presented new opportunities and challenges for the MIS function within enterprises. However it has also presented new opportunities for other key functional areas such as Marketing (which is being done in a far more targeted manner online than ever before) and Operations (which is both seeing new challenges due to e-commerce but also benefiting from the underlying technology infrastructure that is facilitating e-commerce). Hence, the course will be useful for students in a variety of business functions, but particularly those interested in pursuing careers in Information Systems, Marketing and Operations within a firm. To this end, **the course lectures will be designed to reach a broader audience and a technical background will not be assumed.** The course is also highly recommended for students with interest in careers in the technology sector, or technology related consulting, banking or venture capital. Those with entrepreneurial interests in the tech sector will also find the class useful.

The course will take a layered approach to understanding the technology enablers - and associated business landscape - that facilitate electronic commerce.

Course Materials

- No textbooks are required for this course.
- A set of walk-through videos will be made available online.
- A set of readings will be provided throughout the semester for review and discussion.
- A set of tools will be required for download to complete course projects:
 - Adobe Dreamweaver (available through the USF computer store as part of the Adobe Creative Cloud).
 - Balsamiq (A wireframing tool).

Course Format

This course will be fully online.

Requirements and Due Dates

There are 2 components that contribute to the final grade in the course and these are described below.

1. Technical Projects (5 projects for a total of 75%)

This component includes a set of 3 hands-on projects that aim at introducing the underlying

technologies used in e-commerce. Focus will be made particularly on:

- Designing web sites and phone application mockups (using Balsamiq).
- Building a website (using Adobe Dreamweaver).
- Analyzing the performance of an existing website or phone application using Google Analytics.
- Optimizing an existing website's performance using Google's Website Optimizer.
- Marketing a website through various methods such as search engine optimization and pay per click.

Please note that walk-through videos will be available to assist in complete each of the five projects listed above.

2. Case Reviews (5 cases for a total of 25%)

A multitude of cases/articles will be analyzed throughout the semester to provide an understanding of the business aspects surrounding e-commerce. The articles will cover information about major e-commerce companies such as Amazon and Google, and will tackle key issues faced by each corporation.

Grading Scale

90 - 100: A

80 - 89: B

70 - 79: C

60 - 69: D

60 and below: F

Tentative Course Schedule:

Date	Topics	Assignments Due
Week 1	<ul style="list-style-type: none"> • Introduction to the course • Role of technology infrastructure in facilitating e-commerce 	Project 1: Balsamiq Mockups
Week 2	<ul style="list-style-type: none"> • Project 1 Presentations and Review 	
Week 3	<ul style="list-style-type: none"> • Introduction to (Web) Data Mining • The Amazon Case 	<i>Amazon</i> Case Review and Discussion Board
Week 4	<ul style="list-style-type: none"> • Algorithms for generating online recommendations. • Collaborative Filtering vs. Content Based Approaches 	
Week 5	<ul style="list-style-type: none"> • Web page creation • Development of PHP scripts 	Project 2: Adobe Dreamweaver CSS project
Week 6	<ul style="list-style-type: none"> • Project 2 Presentations and Review 	
Week 7	<ul style="list-style-type: none"> • Encryption and data security in e-commerce. • The EBay Case 	<i>EBay</i> Case Review and Discussion Board

Week 8	<ul style="list-style-type: none"> • http, cookies and Web Analytics 	Project 3: Analysis of an existing Web site's Performance
Week 9	<ul style="list-style-type: none"> • Online Business Models • The Staples Case 	<i>Staples</i> Case Review and Discussion Board
Week 10	<ul style="list-style-type: none"> • Online privacy and privacy policies 	Project 4: Optimizing an existing Website's Performance
Week 11	<ul style="list-style-type: none"> • Financials of leading firms • The Apple Case 	<i>Apple</i> Case Review and Discussion Board
Week 12	<ul style="list-style-type: none"> • The Google Pagerank Algorithm and How it Works 	
Week 13	<ul style="list-style-type: none"> • Online Advertising Models 	Project 5: Marketing a Website
Week 14	<ul style="list-style-type: none"> • Project 5 Presentations and Review 	
Week 15	<ul style="list-style-type: none"> • Legal and ethical issues in e-commerce • The Dell Case 	<i>Dell</i> Case Review and Discussion Board
Week 16	<ul style="list-style-type: none"> • Emerging directions in e-commerce 	

Honor Code

The policy of the University of South Florida on academic dishonesty states:

Each individual is expected to earn his or her degree on the basis of personal effort. Consequently, any form of cheating on examinations or plagiarism on assigned papers constitutes unacceptable deceit and dishonesty. This cannot be tolerated in the university community and will be punishable, according to the seriousness of the offense, in conformity with this rule.

Cheating is defined as follows:

- (a) the unauthorized granting or receiving of aid during the prescribed period of a course-graded exercise: students may not consult written materials such as notes or books, may not look at the paper of another student, nor consult orally with any other student taking the same test;
- (b) asking another person to take an examination in his or her place;
- (c) taking an examination for or in place of another student;
- (d) stealing visual concepts, such as drawings, sketches, diagrams, musical programs and scores, graphs, maps, etc. and presenting them as one's own;
- (e) stealing, borrowing, buying, or disseminating tests, answer keys or other examination material except as officially authorized, research papers, creative papers, speeches, etc.;

(f) stealing or copying of computer programs and presenting them as one's own.

Emergency Preparedness

In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: CANVAS, Elluminate, Skype, and email messaging and/or an alternate schedule. It's the responsibility of the student to monitor CANVAS site each week for course specific communication, and the main USF, College, and department websites, emails, and MoBull messages for important general information.

Other Course Policies

- Students who anticipate being absent due to religious observance should inform the instructor by the second week.
- A student who misses an assignment deadline will receive a zero for that assignment unless he/she has documented proof of a medical emergency. There will be one make-up assignment during the last week of the semester for any student who missed a regularly scheduled assignment due to a medical emergency.
- Students may not re-distribute any class material or tapes of the class in any forum without approval of the instructor.
- Students in need of academic accommodations for a disability may consult with the office of Students with Disabilities Services to arrange appropriate accommodations. Students are required to give reasonable notice prior to requesting an accommodation.