TEXAS A&M
UNIVERSITY
COMMERCE

College of Business

Department of Marketing & Business Analytics

Syllabus, Fall 2015
MKT597&MGT522

COURSE TITLE
ELECTRONIC COMMERCE

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CONTACT INFORMATION
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VERY IMPORTANT: E-mail in eCollege is sent via your LEO account.

For online courses, **I prefer to communicate through email**. Please send your question to me through your LEO account, which will reach my email directly.

This is an online course; therefore I expect most of our communication to be via e-mail. I check email regularly. You should expect that I will typically reply to your e-mails within 24-48 hours. However, due to unforeseen circumstances, or if your correspondence falls over the weekend it may be more than 48 hours. **ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (*EXAMPLE: MGT522 group paper*).**

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COURSE MEETING TIME/ROOM
Web based course

COURSE DESCRIPTION
This course addresses key business and strategic management applications relevant to the use of Internet technologies, including but not limited to Internet business models, customer interface, market communications, and valuation. Some exposure to technical issues will also be provided.
Specific topic coverage includes:
- Introduction to Electronic Commerce
- Technology Infrastructure: The Internet and the World Wide Web
- Selling on the Web: Revenue Models and Building a Web Presence
- Marketing on the Web
- Business-to-Business Online Strategies
- Online Auctions, Virtual Communities, and Web Portals
- The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
- Web Server Hardware and Software

- Electronic Commerce Software
- Electronic Commerce Security
- Payment Systems for Electronic Commerce
- Planning for Electronic Commerce

COURSE OBJECTIVES

- Demonstrate an understanding of e-commerce for managers and strategists.
- Identify the basic technology of the Internet and the Web.
- Understand the strategy formulation for online firms.
- Demonstrate an understanding of the following infrastructures: technology, capital, media, and public policy.
- Understand the importance of ethics and its impact on e-commerce.

COURSE TEXT

Gary Schneider, *Electronic Commerce, Tenth Edition*. ISBN-13 978-1-1335-2682-7

COURSE EVALUATION/ GRADING

The following scale will be used to grade the student:
90% =< A   80-89.9% B
70-79.9% C   60-69.9% D
F (60% below) = Failure

- (12) Discussion Boards (5 points each for a total of 60 points)
- (6) Quizzes (20 points each for a total of 120 points)
- 2 Assignments (20 points)
- (1) Group paper (100 points)
- *Total (300 points)*

PLEASE NOTE: All discussions, quizzes, and group paper must be completed <u>on the due dates. Any late discussion, quiz, and paper will be graded to zero.</u> No extensions or make-ups will be allowed unless the absence is cleared by the instructor <u>prior to the day</u> the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

COURSE REQUIREMENTS

<mark>Discussion Board:</mark> Students discuss topics all were posted on the Discussion board in eCollege portal.

*Please note the **<u>deadline</u>** for Discussion board is **<u>Sunday midnight (11:59pm)</u> OF EACH WEEK**.*

Discussion grading:

The following rubrics will provide students a detailed look into how materials are graded.

Criteria	Unacceptable 0-1 Points	Acceptable 1.1-3.0 Point	Good 3.1-4.0 Points	Excellent 4.1-5.0 Points

Initial Assignment Posting	Posts no assignment.	Posts adequate assignment with superficial thought and preparation; doesn't address all aspects of the task.	Posts well developed assignment that addresses all aspects of the task; lacks full development of concepts.	Posts well developed assignment that fully addresses and develops all aspects of the task.
Follow-Up Postings (response to other postings)	Posts no follow-up responses to others.	Posts shallow contribution to discussion (e.g., agrees or disagrees); does not enrich discussion.	Elaborates on an existing posting with further comment or observation.	Demonstrates analysis of others' posts; extends meaningful discussion by building on previous posts.
Content Contribution	Posts information that is off-topic, incorrect, or irrelevant to discussion.	Repeats but does not add substantive information to the discussion.	Posts information that is factually correct; lacks full development of concept or thought.	Posts factually correct, reflective and substantive contribution; advances discussion.
References & Support	Includes no references or supporting experience.	Uses personal experience, but no references to readings or research.	Incorporates some references from literature and personal experience.	Uses references to literature, readings, or personal experience to support comments.
Clarity & Mechanics	Posts long, unorganized or rude content that may contain multiple errors or may be inappropriate.	Communicates in friendly, courteous and helpful manner with some errors in clarity or mechanics.	Contributes valuable information to discussion with minor clarity or mechanics errors.	Contributes to discussion with clear, concise comments formatted in an easy to read style that is free of grammatical or spelling errors.
Total Points Possible: 5				

Quizzes: You will be quizzed over *each* chapter. There will be 6 quizzes. Each quiz will cover 2 chapters.

Quizzes are only open *Wednesday through Friday* of the week in which they fall for 72 hours. You will have approximately 20 questions and 60 minutes to complete the quiz once you enter it. The quiz is worth 20 points.

Note: If you know you are going to be unable to take a quiz on the date listed it is your responsibility to contact the professor and make other arrangements as agreed upon by the professor If you fail to notify the professor ahead of time (with the exception of a real emergency) you will not be permitted to make up the quiz.

Group Paper

Please do a research from A&M library or www.google.com to write a paper about "*What are the marketing strategies of Amazon?*" (100 points). This group paper is due on **December 18, 2015**. Please submit your paper to **Dropbox under week 16.** Please see the detailed group paper rubric 1&2 about how to write a paper in the next page.

These papers are group projects. Papers (as a **Word attachment)** are to be submitted directly to the **DROPBOX.** *Late paper will not be acceptable.* The maximum pages for the paper should be no more than 16

content pages, using Times New Roman, 12 point font, and APA. However, I prefer single space, but it is your option on which to use. (Please note quantity **NEVER** equals quality). In addition, you should cite at least 12 credible sources (i.e., Journal articles) in the paper and no more than 3 websites may be used). You will need to include a title page with your name, table of contents, 16 pages of content, a reference list, table, figure, and an appendix (if necessary). You are required to use APA format for the entire paper.

Each group consists of 1-5 members. Please select and form your own group members at your earliest convenience. If you cannot find a group to work together, you need to work on the project by yourself.

Each group has **ONE** opportunity to ask my feedback on your paper draft. However, please double-check your grammar and English writing before you send your project to me and ask my feedback.

IMPORTANT: I will use tunitin.com to check. **No project will be accepted for grading if the turnitin.com percentage is greater than 30%. For an "A" project, its turnitin must be less than 20%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

Group Paper Rubric 1 - Please note: grading is on the whole paper, not on the individual section

Elements	Points Possible	Points Earned	Comments

Guidelines
    Times New Roman Font 12, Single Spaced, 1' margins all over the paper. Follow APA throughout the paper which includes citations and references. Properly validate the information discussed in the paper.
    Table of contents: organized, pages numbered, accurate.
			5 Points

Language Arts Skills Spelling, grammar, punctuation, sentence Structure. Follow proper transitions. Please note: Major errors in structure, sentences, spelling, grammar, paragraph transactions or APA formatting will receive 0-5 points.			15 points
Executive Summary	5 points		

Introduction
    Company overview
    Market opportunity overview
	15 Points		

Situation Analysis (Study internal and external environment of the organization)
    Industry sector description
    SWOT Analysis
Target Market Analysis
	25 Points		

Demographic characteristics of market Psychographic characteristics of market Behaviors of target market Strategies appealing to market			

4Ps
    Product Strategy (Product Mix)
    Pricing strategy
    Distribution plan
    Promotional message
    Media plan
    Promotion & advertising plan
    Positioning strategy
Competitive Analysis (Comparing organization with
    Competitors' Discuss the 4P's of marketing
    mix with competitors')
    Competitors' strengths
    Competitors' weaknesses
    Organization's competitive advantage
	30 Points		

Challenges/ Contingency Plan (Analyses of internal environment and external environment)
    Internal risks
    External risks
    How risks will be avoided
    Actions when risks occur
	10 Points		

Recommendations/ Growth Plan
    Description of growth plan
    Strategies for market penetration
    Strategies for product development
    Strategies for market development
    Strategies for diversification
Conclusion
    Main findings of the marketing plan
	15 Points		

Total Points	**100 Points**		

Group Paper Rubric 2

	Proficient	Needs Improvement	Unacceptable
30	Utilized appropriate theories and concepts and applied correctly (25-30 points)	Minor errors in utilization of theories and concepts with limited application. (15-24 points)	Did not utilize or apply theories or concepts correctly (0-5 points)
30	Appropriately addressed ALL key requirements and/or questions of the assignment (25-30 points)	Addressed some of the key requirements and/or questions of the assignment (15-24 points)	Did not address the key requirements and/or questions of the assignment (0-5 points)
20	All members work together on ALL sections of the assignment (not divided among members). Members utilize the appropriate tools for distance group work and overcome communication	Most members worked together on most sections of the assignment (some division among members). Members had limited success in using the appropriate tools for distance	Members divided the sections of the assignment up between themselves (complete division among members). Members failed to use appropriate tools for distance group work and

	and other group challenges. (15-20 points)	group work with limited success in overcoming communication and other group challenges. (10-14 points)	failed to overcome communication and other group challenges. (0-5 points)
20	No errors in structure, sentences, spelling, grammar, or APA formatting (20 points)	Minor errors in structure, sentences, spelling, grammar, or APA formatting (6-10 points)	Major errors in structure, sentences, spelling, grammar, or APA formatting (0-5 points)
100	100 - 90	89 - 70	69 - 50

Peer Evaluation of Group Paper

Each group member is expected to contribute equally to your group work.

If you are satisfied with each of your group members, do not send me anything. Save your time ☺ If you are NOT satisfied, please rank each of your group members and give the reason. Then type your evaluations in a Word document and submit it to Dropbox of eCollege. The instructor reserves the right to adjust grades based on input from the peer evaluations. If half of your group members complain about your contribution to group work, then your grade will be deducted at least 30 points.

All works must be completed on time. Late works will not be acceptable.

COURSE SCHEDULE

Week	Chapter(s)	Activities
Week 1		eCollege Tutorial & Syllabus Review
Week 2	1	Discussion Board
Week 3	2	Quiz (Chapters 1& 2) / Discussion Board
Week 4	3	Discussion Board
Week 5	4	Quiz (Chapters 3 & 4) / Discussion Board
Week 6	5	Discussion Board
Week 7	6	Quiz (Chapters 5 & 6) / Discussion Board
Week 8	7	Discussion Board
Week 9	8	Quiz (Chapters 7& 8) / Discussion Board
Week 10	9	Discussion Board
Week 11	10	Quiz (Chapters 9 & 10) / Discussion Board
Week 12	11	Discussion Board
Week 13	*No assignments due this week*	*Happy Thanksgiving!*
Week 14	12	Quiz (Chapters 11 & 12) / Discussion Board
Weeks 15	*No assignments due this week*	Work on your group paper
Week 16		*Group Paper is due*

COMMENT ON ACADEMIC HONESTY
There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. If you have any questions, please let me know.

PLAGIARISM
Plagiarism represents disregard for academic standards and is strictly against University policy. Plagiarized work will result in an **"F"** for the course and further administrative sanctions permitted under University policy. Guidelines for properly quoting someone else's writings and the proper citing of sources can be found in the APA Publication Manual. If you do not understand the term "plagiarism", or if you have difficulty summarizing or documenting sources, contact your professor for assistance.

STUDENT WORKLOAD
University graduate students are expected to dedicate a minimum of *90 clock hours* during the term/semester for a 3SH course delivered online (an average of 6-8 hours per week / per course).

STUDENT CONSIDERATIONS
- *Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee*. For more information, please contact the Director of Disability Resources & Services, Halladay Student Services Building, Room 303D, (903) 886-5835.

- "All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conductive to a positive learning environment."

- Students enrolled in on-line courses have the same rights and responsibilities as students in live-taught courses.

- Refer to Student's Guide Book located at: **www.tamu-commerce.edu/studentlife/guidebook.htm**