



MGT 340 01W
Electronic Commerce
COURSE SYLLABUS: Spring 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Chris A. Myers

Office Hours: Tue 10AM-1P CST

Tue Zoom Meeting 1-3 PM CST

All Other by Appointment (Send an email anytime)

Office Phone: (Admin) 903-886-5703

University Email Address: Chris.Myers@etamu.edu

Preferred Form of Communication: Email Chris.Myers@etamu.edu

Communication Response Time: Mon-Fri within 24 hrs. Sat-Sun within 48 hrs.

Email is the preferred communication in this class, emails will be sent to students Texas A&M-Commerce account ONLY. Students must routinely check email. Communication Response Time:

Email should be sent through your Leo account. Email subject should begin with “MGT 340.01W”. Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails***

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required: Laudon, E-Commerce 2023: Business, Technology, Society, 17th edition (ISBN: 9780137922208), 2024, Pearson (e-book 9780138043391)

Software Required: Microsoft Excel, Microsoft Power Point, Microsoft Word, Zoom

Optional Texts and/or Materials: None

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: •

The syllabus/schedule are subject to change.

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

Instructional Methods

This course is delivered in an online format. You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the D2L course management website. However, Live Zoom Lessons may be held periodically to allow students to OPTIONALLY log in and be involved in live discussion. These sessions will be recorded and available to all students.

Student Learning Outcomes

- ~~1. Demonstrate an understanding of e-commerce for managers and strategists.~~
- ~~2. Identify the basic technology of the Internet and the Web.~~
- ~~3. Understand the strategy formulation for online firms.~~
- ~~4. Demonstrate an understanding of the following infrastructures: technology, capital, media, and public policy.~~
- ~~5. Understand the importance of ethics and its impact on e-commerce.~~

Mid-Term and Final Exam

The mid-term and final exams will be a cumulative review of your knowledge regarding Quality Management.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Student Responsibilities or Tips for Success in the Course

COURSE SCHEDULE:

A course schedule is included in D2L

SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

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ACADEMIC INTEGRITY:

Academic honesty is the foundation of the university community. Cheating, plagiarism, or other acts of academic dishonesty compromises the integrity of the academic process and community and are subject to disciplinary action. For this class, plagiarism will result in automatic failure (final course grade of F).

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

References:

13.99.99. R0.03 Undergraduate Academic Dishonesty 13.99.99.R0.10 Graduate Student Academic Dishonesty

An academic honesty policy has been posted under the Assignments Tab in D2L. You should read this document, sign it and submit by the due date in the syllabus.

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Assessments

- Quizzes (20pts x 12 points)240
- Mid-term Exam (100 points)100
- Final Exam (100 points)100

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- E-commerce Group Project (100 points)
- **Total (540 points)**

* Unexcused absences for exams or other assignments will result in a grade of zero. Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

All of the grading rubrics will be uploaded to D2L

Attendance & Class Participation:

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.

School Policies

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.ETAMU.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.ok.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.ETAMU.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.ETAMU.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.ETAMU.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13s>

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[tudents/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf](#)

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.ETAMU.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities–ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce Gee Library-

Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@ETAMU.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.ETAMU.edu/campusLife/campusServices/studentDisabilityResourcesAndServices>

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Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_supp ort.htm

YouSeeU Virtual Classroom Requirements: <https://support.youseeu.com/hc/en->

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[us/articles/115007031107-Basic-System- Requirements](https://www.etamu.edu/articles/115007031107-Basic-System-Requirements)

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@ETAMU.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Professional Behavior: It is important that you maintain a professional demeanor at all times, including during “electronic communication”. East Texas A&M University expects this from you, as do current and future employers. Since so much communication in the workplace is “electronic” nowadays, this course will be a good place to practice interacting in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions:

- **Regular and Timely Attendance and Participation:** You are expected to log onto D2L regularly. It is the responsibility of each student to keep up with the scheduled readings, discussions, and assignments/exams.
- **Changes to Schedule:** While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced via the university D2L system and e-mail. It is your responsibility to become aware of any such changes.
- **E-mail:** Routinely check your **East Texas A&M University** email account. This is my primary mechanism for communicating outside of the class and D2L. Additionally, I check my e-mail several times a day, so this is the best way to reach me. I strive to respond to any email within 24 hours (even if it just to acknowledge receipt of the email while I continue to work on the request).

Late Policy: This is a fast-paced course. Therefore, I will not accept late assignments. If you do not meet the deadline, you will receive a 0 for that assignment.

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Make-up Exams or Late Assignments are only accepted if you obtain university approved documentation for your excuse. There are no make-up assignments for poor performance.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

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<http://www.ETAMU.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

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[Graduate Student Academic Dishonesty Form](#)

<http://www.ETAMU.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.ETAMU.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

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East Texas A&M University Velma

K. Waters Library Rm 162

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Nondiscrimination Notice

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Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

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For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.ETAMU.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903- 886-5868 or 9-1-1.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.ETAMU.edu/counsel

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In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

Course Communication:

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The D2L environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

This course is scheduled for online delivery. You will submit your class assignments through the D2L location and your grades will be recorded for you in the course grade book. PowerPoint slides will be available for each of the book chapters electronically. We will also utilize the Discussion Board feature of D2L. You will be expected to post discussion comments based on your readings for each of the discussion question. You must respond to your classmates' comments. You should submit your work in the appropriate area when it is due.

Exams

Exam questions might be a combination of multiple choice, true false and short answer questions which will test your competency over course related concepts. Each exam is worth 100 points. The questions will come from the text and discussion material.

Course Schedule (any work due is on the Sunday at 11:59 p.m. CST of the corresponding week – except for the last week)

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Week	Chap	Topic Chapter	Chapter
1		Introduction to Quality Improvement	
2	1	1. Management and Leadership in Quality Engineering	Quiz
3	2	2. Quality Systems Development, Implementation, and Verification	Quiz
4	3	3. Planning, Control, and Improvement of Quality	Quiz
5	4	4. Reliability and Maintainability	Quiz
6	5	5. Statistical Methods for Quality Control and Improvement	Quiz
7	6	6. Design of Experiments and Taguchi Methods	Quiz
8		Group Project	
		Spring Break	
9		Review	Mid Term Exam
10	7	7. Acceptance Sampling	Quiz
11	8	8. Measurement Systems and Metrology	Quiz
12	9	9. Auditing and Quality Assessment	Quiz
13	10	10. Six Sigma and Lean Enterprise Applications	Quiz
14	11	11. Standards and Regulatory Requirements	Quiz
15	12	12. Customer Satisfaction and Continuous Improvement	Quiz, Group Project Due
16			Presentation, Final Comprehensive Exam

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