MISSION STATEMENT: The School of Business prepares a diverse student body for successful careers by offering high-quality professional business programs in a student-centered learning environment. As a teaching institution enriched by management practice-related and pedagogical scholarship and service, the School primarily serves undergraduate students while offering strategically-focused graduate programs.

COURSE NUMBER AND TITLE: IS 373 Principles of Electronic Commerce

CLASS MEETING TIME: online

PREREQUISITES: IS 213

INSTRUCTOR: Dr. Peggy L. Lane

OFFICE: CH 102
OFFICE HOURS: Tuesday and Thursday 11:00 – Noon, Wednesday 9:00 - Noon
And by appointment. I am also available via Skype by appointment.

TELEPHONE NUMBER: (620) 341-5371
E-Mail: plane@emporia.edu


COURSE DESCRIPTION: This course explores the role of information technology and communication technology in the conduct of business activities with an emphasis on the implications of business-to-business and business-to-consumer connection as a result of electronic communications, particularly the Internet.

COURSE OBJECTIVES:
Upon completion of this course, the students will:

- Understand the impacts of emerging online technologies and trends and their influence on the electronic global commerce marketplace.
- Learn various revenue models and how to market on the Web.
- Understand various legal and ethical issues.
- Identify important security issues and their role in organized crime and terrorism, identity theft, and online payment fraud.
- Learn how to plan for electronic commerce.
SPECIAL FEATURES OF THE COURSE:

This is an online course. Communications is important. If you have a question, it is important to ask. E-mail is probably the fastest means of communication. Students are welcome to visit with the instructor face to face during normal office hours or make an appointment to visit face to face or via Skype. Other means of communications are also welcomed. Please feel free to suggest ways to communicate. Your success in the course is dependent upon your communication with the instructor. If emergencies arise, please contact the instructor immediately so that plans can be made for you to continue working on the course.

This course will have a number of assignments – some computer based and some written; some will be individual work and some will require work to be completed by groups. Each project should be prepared on a computer and submitted electronically according to the directions on the assignment.

All assignments will be due at the end of the day (midnight) on the due date. Late assignments will be penalized at 10% per day (including weekends for those assignments that are electronically submitted.)

COURSE EVALUATION PROCESS:

Basis of Assignment of Grades: The evaluation will be based upon total points obtained from assignments, examinations, quizzes, and assigned projects.

The grading scale will consist of total points earned:

- 90% - 100% of total points= A
- 80% - 89% of total points= B
- 70% - 79% of total points= C
- 60% - 69% of total points= D
- 00%- 59% of total points= F

Your grade will be determined by the percent of points accumulated from the following (this is subject to change):

- Chapter Assignments 600
- Quizzes 150
- Projects/Cases 125
- Final Exam 125

WITHDRAWAL POLICY:

The instructor may initiate a withdrawal for excessive student missed work. Students who decide to withdraw and receive an automatic "W" must complete the formal withdrawal procedure by Wednesday October 26, 2011. After that date, a student may not withdraw from the class nor may the instructor assign a "W".
ACADEMIC DISHONESTY:
At Emporia State University, academic dishonesty is a basis for disciplinary action. Academic dishonesty includes but is not limited to activities such as cheating and plagiarism (presenting as one's own the intellectual or creative accomplishments of another without giving credit to the source or sources.) The faculty member in whose course or under whose tutelage an act of academic dishonesty occurs has the option of failing the student for the academic hours in question and may refer the case to other academic personnel for further action. Emporia State University may impose penalties for academic dishonesty up to and including expulsion from the university. Cheating and plagiarism will not be tolerated. You are encouraged to share your knowledge and experience with your fellow students; however, the final product of exams and assessments are meant to be individual efforts and those that are not may be punished by failure (score of zero) on that assignment and referral to the appropriate University offices.

DISABLED STUDENT POLICY:
Please contact the instructor immediately if (1) you have or think you have a disability or medical condition which may affect your performance, attendance, or grades in this class and for which you wish to discuss accommodations of class related activities or schedules, (2) you may require medical attention during class, or (3) you may need special emergency evacuation preparations of procedures. Emporia State University will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential. Contact the Office of Disability Services and Non-Traditional Student Programs at Room 211 S. Morse Hall, 620/341-6637 Voice, 620/341-6646 TTY, or via e-mail disabser@emporia.edu. Accommodations are provided on an individualized, as-needed basis after needs and circumstances have been evaluated.

COURSE TOPICS:

NOTES:
- As a class we may decide to include alternate topics.
- Also instructor discretion may cause changes in the following sequence and content.

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 Activities
- 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