

## SYLLABUS -- Spring 2009

<b>COURSE TITLE &amp; NO:</b>	BUSN 490 Business Integrative Perspectives – Electronic Commerce
<b>DAYS, TIMES &amp; ROOM:</b>	
<b>INSTRUCTOR:</b>	Jason Chen, Ph.D.
<b>OFFICE:</b>	tba
<b>OFFICE HOURS:</b>	tba and by appointment
<b>E-mail:</b>	<a href="mailto:chen@jepson.gonzaga.edu">chen@jepson.gonzaga.edu</a>
<b>URL (Blackboard):</b>	<a href="http://blackboard.gonzaga.edu">http://blackboard.gonzaga.edu</a>
<b>TEXT:</b>	1. <u>Electronic Commerce – A Managerial Perspectives</u> , Turban et al., Prentice Hall, 2008. 2. <u>Packet</u> , outlines, assignments, handouts, etc, available on Blackboard.

### COURSE OBJECTIVES:

This course is designed to provide students with some of the most exciting concepts, business models and technologies that are emerging in the field of electronic commerce (EC) and which are expected to shape both consumer and business applications (e.g., accounting, supply chain, marketing, finance, economics, and human resource management) and decision makings in the coming decade. EC is not just about technology, it is also about business. Students study real-world cases and business models and learn how to apply EC strategy and technology to transform and redefine organizations and ultimately to improve or create company's competitive advantage. Appropriate software may be used for applications development.

### GENERAL INFORMATION:

1. You are responsible for all materials presented in class. This includes lectures, discussions, guest speakers, etc.
2. Reading assignments should be completed before class to enhance understanding of topics.
3. No make-up exams will be given for other than true emergency situations. Call or email to me IN ADVANCE of an absence from a test or missed due date. Have a VERY GOOD REASON.
4. No extra credit or make up pop quizzes are available.

### CONDUCT of THE COURSE

All students are expected to read the assigned materials such as OPENING VIGNETTE, text, selected EC applications and Real-World Case at the end of each chapter before coming to the class.

One of the important and interesting features of the text book is a series of examples about how businesses are using the World Wide Web (the Internet) to deliver/improve their products and services that are introduced at the beginning of each chapter as *Open Vignette*. Therefore, each chapter's lecture is organized into three main activities. First, all students are required to complete readings and prepare for discussions. It will enhance your understanding for Internet usage for the company and its industry. I then will explain and discuss the text contents and its related application cases and issues.

The third use of class time will be group presentation on the selected Real-World Case. You will be assigned a group and lead the discussion and presentation for this activity. The group should study the company information in addition to the description described in the text and present/share it in the class. A hard and soft copies of your powerpoint file must be turned in before the presentation. Those of you not assigned for the presentation should prepare answers for discussion.

You will be graded on your preparation and participation in class discussions, especially when cases are presented. There might be short quizzes prior to some of the case presentations to assess your

preparedness.

**CLASS POLICY:**

Students are expected to study the assigned topics **before** attending the class and to participate actively in class activities and sometimes prepare for pop quizzes. You will also be assigned as a member in working on the group projects. Use of a word processor (e.g., MS/Word) for papers and assignments is required. It is your responsibility to keep all the returned materials. In the event of a disputed entry on the instructor's grade sheet, the student **MUST** show the material(s) to have the grade(s) changed.

**INTERNET RESROUCES:**

Class materials are available on the Blackboard (<http://blackboard.gonzaga.edu>) and my web site (there is a link from *Course Documents* within the Bb) (<http://barney.gonzaga.edu/~chen>). It is the students' responsibility to study and check the information on the Internet. Students are also required to participate the **Discussion Board** on the Blackboard before the date each chapter is discussed. Please note that it is also considered as part of your class performance.

**PERIODIC ASSIGNMENTS AND POP QUIZZES:** From time to time, a short assignment or pop quiz will be given both in the class or Blackboard. Approximately ten (10) short assignments or quizzes will be made during the term. Each quiz has 10 M/C questions and worth 10 points. About four (4) pop quizzes will be given. Assignments done in an incomplete/sloppy manner will be redone and downgraded.

**EXAMS:** Midterm exams will include only that material covered since the previous exam. However, the final exam is comprehensive. This includes material from the textbook, class/Blackboard discussions, and Internet research -- all can appear on the exams. The type of exam will be left up to the instructor. It may be objective, essay, or a case problem. Your instructor will specify the format before the exam. No credit will be received if you miss an exam unless you have permission from the instructor or obtain a University-approved absence. Final exam is comprehensive and it may also include an oral part.

**COURSE ATTENDANCE and PARTICIPATION:**

If you miss a class session without what I consider a legitimate excuse (be sure that you have my permission in advance or present a university approved evidence), I reserve the right to lower your course grade to the next lower grade (e.g., from A to A- and so on) for each class you missed. Therefore, the more classes you missed the more grade levels will be lowered down. You must contact me about every absence. This course also involves class discussion of the subject matter. Participation of discussion both in the classroom and Blackboard are mandatory. Preview of reading assignments is necessary to have a meaningful group discussion.

**PENALTY:** NO late work will be accepted unless receive a permission from the instructor in advance or present a university approval excuse.

**FINAL:** The final will consist of questions on topics from the tests given during the term, plus questions on any untested chapters, lectures, etc.

**FINAL EXAM SCHEDULE:** tba (April 20-24)

**GRADING:**

Participation in class	50 points
Participation in Virtual Class (Blackboard)	30 points
Periodic assignments, quizzes and pop quizzes	140 points
XML assignment	30 points
RWC presentation	50 points
Term (Group) projects and presentation (content and report – 70points; presentation 30 points)	100 points
Mid-Term Exams (2 @ 100 points)	200 points
Final Exam (Comprehensive)	150 points
<b>Total</b>	<b>950 points</b>

If you receive a zero on any of above assignments, your final course grade is **F** (unless you receive the permission from the instructor or present the university-approved excuse)

**GRADE RANGES:**

A	93% and above	A-	90%	B+	87%	B	83%
B-	80%	C+	77%	C	73%	C-	70%
D+	67%	D	65%				

**BUSN 490 SPRING 2009 SCHEDULE (TENTATIVE)**

<b>[Week] Date</b>	<b>Topics</b>	<b>Homework and Activities</b>
[1] Jan. 8	Warm-up and Course Introduction	
[2] Jan. 12,13,15	Ch1: Overview of Electronic Commerce <b>CASE:</b> Case 1.2 & 1.3 (pp. 10, 17) <b>RWC:</b> EC supports field employees (p.32)	
[3] Jan. 19,20	Ch2: E-Marketplaces <b>CASE:</b> Case 2.2 & 2.4 (pp. 45, 54) <b>RWC:</b> Rosenbluth International (p.75)	
22		G1(RWC)
[4] Jan. 26,27	Ch3: Retailing in E-C <b>CASE:</b> Case 3.1 & 3.4 (pp. 86, 102) <b>RWC:</b> Wal-Mart Goes Online (p.126)	
29		G2(RWC)
[5] Feb. 2, 3	Ch4: Consumer Behavior, Online Market Research, and CRM <b>CASE:</b> Case 4.2 & 4.3 (pp. 150, 157) <b>RWC:</b> CRM Initiatives (p.168)	
5		G3(RWC)
[6] Feb 9	<b>Exam I</b>	
10, 12	<b>XML Introduction</b> Discussion of XML assignment	<b>XML Handout/Assignment</b>
[7] Feb. 16,17	Ch6: Company-Centric B2B and E-Procurement <b>CASE:</b> Case 6.1 & 6.3 (pp. 224, 236) <b>RWC:</b> Eastman Chemical (p. 251)	<b>XML assignment – Due</b>
19		G4 RWC)
[8] Feb 23,24	Ch7: Public B2B Exchanges and Portals <b>CASE:</b> Case 7.2 & 7.3 (pp. 274, 284) <b>RWC:</b> Global Transportation Network (p.293)	
26		G5(RWC)
[9] Mar. 2, 3	Ch8: E-Supply Chains, C-Commerce, and Intrabusiness EC <b>CASE:</b> Case 8.2 & 8.5 (pp. 307, 319) <b>RWC:</b> Portal Speeds Product R&D at Amway (p.336)	
5		G6(RWC)
[10] Mar. 9,10	Ch9: E-Government, E-Learning, and Other EC Apps <b>CASE:</b> Case 9.1 & 9.3 (pp. 347, 364) <b>RWC:</b> E-Government Initiatives (p.378)	
12		G7(RWC)
[11] Mar. 16,17	<b>3/16, Exam II</b> <b>AHP</b>	<b>AHP Handout</b>
17		
[12] Mar. 23,24	Ch10: Mobile Commerce and Pervasive Computing <b>CASE:</b> Case 10.1 & 10.2 (pp. 402, 417) <b>RWC:</b> HERTZ Goes Wireless (p.427)	
26	Group work-Term Project Activity	G8(RWC)
[13] Mar.	Ch15: E-C Strategy and Global EC <b>CASE:</b> Case 15.1 & 15.3 (pp. 573, 592)	

30, 31	<b>RWC: IBM E-Business Strategy (p.597)</b>	
Apr. 2		ALL GROUPS (RWC)
[14] Apr. 6,7,9	<b>To be added</b> <b>4/10-13 - Easter Monday (No Class)</b>	ALL GROUPS
[15] Apr. 14,16	<b>Group Presentations</b> (Report and powerpoint Due)	
[15] Apr. 11-15	<b>Final Exam</b>	

**CASE:** Application Cases of each chapter (individual work)

**RWC:** Real-World Case at the end of each chapter (Group Work)

**Policy on the Group Project (RWC) and Presentation:**

All the group members will receive the same grade as I assigned on the FINAL report except that those do not contribute their efforts on the project based on the survey from the *evaluation of the team members*. The group leader or the majority of the group members should report the project progress to the instructor in case that there is (are) major problem(s) in your group.

Each group must prepare two copies of final project report and powerpoint file (one for the instructor and another copy for your presentation). The presentation should be formal, dressed up and using POWERPOINT and other presentation aids. The group leader should assign responsibility to all members for presenting the project.

The POWERPOINT presentation should include **all** what are mentioned in the project's contents above. Use Edit/Copy, Edit/Paste or any of your preferred method to bring the documents from Oracle or other software to the POWERPOINT.

The grade will be based on the following criteria: (1) presentation, (2) content of the problem domain, (3) interaction with students, (4) a written report (.doc) and ppt file, and (5) time management and dress code (formal presentation). Make sure that you cover the following areas:

1. Porter's five-competitive forces (define industry, which force is most powerful, industry attractiveness, industry level)
2. Discussion of generic strategies
3. Discussion of competitive advantages
4. SDLC/PLC (System Development Life Cycle/Product Life Cycle)
5. Business models analysis (why and what)
6. Information/Communication Technologies (ICT)
7. others