Course Description

A comprehensive overview of how firms compete in today's environment with a focus on strategic choices and the infrastructures affecting e-commerce including technology, capital, media, and public policy. The strategy formulation process is covered by focusing on its six interrelated decision areas: market opportunity analysis, business models, customer interface, market communications, implementation and metrics, as well as the four infrastructures affecting the strategy process: technology, media, capital, and public policy.

Prerequisites

None

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Illustrate management's role in the networked economy.
2. Identify strategies involved in running an e-commerce company.
3. Explain the four infrastructures influencing strategy.
4. Describe the history and basic technology of the Internet.
5. Create a market analysis in the new online environment.
6. Discuss components of the online business model.
7. Define tools of the customer interface.
8. Determine how companies build customer traffic and strengthen their brands.
9. Identify factors of successful implementation of an online strategy.
10. Compare metrics used to evaluate progress of an e-commerce strategy.
11. Compare the stages of developing a website.
12. Interpret the combination of hardware, software, and external systems that make up a site's architecture.
13. Identify the drivers and benefits of m-commerce.
14. Explain the role of human capital in an e-commerce startup.
15. Define the valuation process and identify common sources of funding for startups.
16. Summarize the effect of laws and regulations on e-commerce and Internet business.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives:** Each unit contains Unit Learning Objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures:** Each unit contains a Written Lecture, which discusses lesson material.
3. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook. Supplemental Readings are provided in the unit study guides to aid students in their course of study.
4. **Key Terms:** Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
5. **Discussion Boards:** Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.
6. **Unit Assessments:** This course contains three Unit Assessments, one to be completed at the end of Units III-V. Assessments are composed of written response questions.
7. **Unit Assignments:** Students are required to submit for grading assignments in Units I–VII. Specific information and instructions regarding the assignments are provided below.
8. **Research Paper:** Students are required to submit for grading a Research Paper in Unit VIII. Specific information and instructions regarding this assignment are provided below.
9. **Final Exam (Proctored):** Students are to complete a Final Exam in Unit VIII. All Final Exams are proctored—see below for additional information. You are permitted four (4) hours to complete this exam, in the presence of your approved proctor. This is an open book exam. Only course textbooks and a calculator, if necessary, are allowed when taking proctored exams. The Final Exam is composed of written response questions.
10. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.
11. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

**Unit Assignments**

**Unit I Case Studies**

Case Study 1
Read Case Study 1.1 entitled, “Want to Buy Chocolate Online? Try Godiva.com” on page 10 of the textbook, and answer the following questions:

1. Identify the business model Godiva uses to generate income in order to sustain itself.
2. List the driving factors (EC drivers) that lead Godiva to sell online?
3. What are the business-to-business (B2B) and business-to-consumer (B2C) transactions that Godiva uses?
4. Visit the Godiva web site and describe some of the features Godiva uses to keep consumers informed and interested (i.e. shopping carts, catalogs). Name some of the Web 2.0 tools and features you observe.

Write an essay fully elaborating on each of the four questions at least 500 words in length. Appropriate APA format is required and the following rubric will be used for a total of 50 possible points.

35 Points – Each question is correct and answered in full
10 Points – Correct APA format was used
5 Points – Correct grammar and spelling

Case Study 2
Read Case Study 2.2 entitled “Craigslist: The Ultimate Online Classified Site,” on page 76 of the textbook, and answer the following questions:

1. What is Craig’s List business model?
2. What is the business and social value that Craig’s List provides?
3. What are some of the risks of using this web site?

Write an essay fully elaborating on each of the three questions at least 500 words in length. Appropriate APA format is required and the following rubric will be used for a total of 50 possible points.

35 Points – Each question is correct and answered in full
10 Points – Correct APA format was used
5 Points – Correct grammar and spelling

*Please submit both assignments as one document.*
Unit II Project

Conduct an online search to select an Internet retailer of your choice. Once you select the retailer, please complete the following profile making sure to fully elaborate on each section. Please use at least one or more additional sources besides the e-tailer’s web site in order to complete the company profile. This assignment is worth a total of 100 Points.

1. Company Name/URL/Web Site Address (10 pts.).
2. Provide a detailed description of the goods and services provided (15 pts.).
3. Provide a detailed description of their business model (what method the company uses to generate income) (15 pts.).
4. Provide a detailed description of the advertising strategies the company uses (i.e. live chat, banner ads, e-mail list) in order to entice customers to come back (15 pts.).
5. Describe the features of the web site that allow you to search for different products within that e-tailer’s web site. How easy are they to use? (10 pts.).
6. What do you like about the web site and what are some things that could use improvement? (10 pts.).
7. What, if any, consumer decision support functions are in place for supporting the specific decisions of the consumer? (15 pts.).
8. Correct spelling and grammar and appropriate use of APA formatting (10pts.).

Unit III Research Paper Outline

Submit an outline for approval for the Research Paper due in Unit VIII. Research Papers that have not had their topic approved by the professor will not be accepted and will earn a zero for the final grade.

The final research paper will be due in Unit VIII. The topic should be related to e-commerce or topics covered in this course. Prior topic approval by your professor is required and you should begin working on the paper as soon as you get topic approval.

- Write on a topic related to the course materials that has been particularly interesting to you in a well-organized three to five page research paper. Your sources should present different perspectives.
- Write a paper related to starting an online business or initiating an e-commerce project (i.e. funding, writing business plans).

Unit IV Online Issue Critique

Visit the site [http://www.whitehouse.gov/](http://www.whitehouse.gov/). Go to the “Issues” tab and select an issue to write about. You will notice a broad range. Once you select the issue to write about, answer the following questions:

1. Summarize the main points of the issue you chose.
2. What initiatives and acts are put in place from the government to help resolve the issue?
3. Focus on one initiative or act that was put in place and describe problems you see with implementation of the solution?

Begin with an introduction that defines the subject of your critique and your point of view. Defend your point of view by raising specific issues or aspects of the argument. Conclude your critique by summarizing your argument and re-emphasizing your opinion.

- You will first need to identify and explain the author’s ideas. Include specific passages that support your description of the author’s point of view.
- Offer your own opinion. Explain what you think about the argument. Describe several points with which you agree or disagree.
- For each of the points you mention, include specific passages from the text (you may summarize, quote, or paraphrase) that provide evidence for your point of view.
- Explain how the passages support your opinion.

Write an essay fully elaborating on each of the three questions at least 500 words in length. Appropriate APA format is required and the following rubric will be used for a total of 100 possible points.

75 Points – Each question is correct and answered in full
15 Points – Correct APA format was used
10 Points – Correct grammar and spelling
Unit V Article Critique

Conduct research in the CSU Online Library on one of the following m-commerce applications (mobile banking, mobile workforce, mobile games), and select a peer reviewed article to write about.

Write your critique in standard essay form with a 500 word minimum in APA format.

Include an introduction, a body, and a conclusion. Begin with an introduction that defines the subject of your critique and your point of view. Defend your point of view by raising specific issues or aspects of the argument. Conclude your critique by summarizing your argument and re-emphasizing your opinion.

• You will first need to summarize the article briefly. Identify and explain the author's ideas, include specific passages that support your description of the author's point of view.
• Give some advantages and downfalls of this type of m-commerce. Offer your own opinion. Explain what you think about the argument. Describe several points with which you agree or disagree.
• For each of the points you mention, include specific passages from the text (you may summarize, quote, or paraphrase) that provide evidence for your point of view.
• Explain how the passages support your opinion.

Unit VI Article Critique

Article Critique 1
Conduct a search in the CSU Online Library Research Databases for an article related to cybercrimes or computer crimes to write about.

Write your critique in standard essay form with a 500 word minimum in APA format. Make sure to cover the following points:

• Summarize the case and describe what type of cybercrime took place.
• Summarize how the organization was affected by the attack and the extent of damage caused.
• Discuss what measures, if any, were put in place as the result of the security breach.
• Do you agree with measures? What would you recommend?

Include an introduction, a body, and a conclusion. Begin with an introduction that defines the subject of your critique and your point of view. Defend your point of view by raising specific issues or aspects of the argument. Conclude your critique by summarizing your argument and re-emphasizing your opinion.

• For each of the points you mention, include specific passages from the text (you may summarize, quote, or paraphrase) that provide evidence for your point of view.
• Explain how the passage supports your opinion.

The following rubric will be used for a total of 50 possible points.

30 Points – Each question is correct and answered in full
10 Points – Correct APA format was used
10 Points – Correct grammar and spelling

Article Critique 2
Conduct a search in the CSU Online Library on Smart Cards. Select a peer reviewed article to write about.

Write your critique in standard essay form with a 500 word minimum in APA format. Answer the following questions:

• Summarize the article and point of view of the author.
• Was it decided to adopt or refute the use of smart cards? Relate why or why not to trends and market conditions.
• Do you agree with the article's point of view? Discuss why or why not by comparing to other payment methods.

Include an introduction, a body, and a conclusion. Begin with an introduction that defines the subject of your critique and your point of view. Defend your point of view by raising specific issues or aspects of the argument. Conclude your critique by summarizing your argument and re-emphasizing your opinion.
• For each of the points you mention, include specific passages from the text (you may summarize, quote, or paraphrase) that provide evidence for your point of view.
• Explain how the passage supports your opinion.

The following rubric will be used for a total of 50 possible points.

30 Points – Each question is correct and answered in full
10 Points – Correct APA format was used
10 Points – Correct grammar and spelling

*Please submit both assignments as one document to safe-assign for a total of 100 points combined.

Unit VII Article Critique

Please read the Amazon Case Study available as a PDF file by clicking the link.

Write your critique in standard essay form with a 1000 word minimum in APA format. You are encouraged to use outside sources besides the case study itself, to answer the questions for this assignment Make sure to cover the following points:

• Summarize the Amazon mission and strategy.
• Describe the EC strategy Amazon uses to keep up with the competition?
• What type of metrics does Amazon use to determine changes in their web site? Do you think they should add other metrics and what are they?
• Amazon is a global company. What are some of the issues you believe they have faced in order to grow into the worldwide giant they have become?
• What ethical considerations does Amazon face?
• In your opinion, what are some of the considerations and strategies Amazon must put into place to maintain their marketplace in the future?

Include an introduction, a body, and a conclusion. Begin with an introduction that defines the subject of your critique and your point of view. Defend your point of view by raising specific issues or aspects of the argument. Conclude your critique by summarizing your argument and re-emphasizing your opinion.

• For each of the points you mention, include specific passages from the text (you may summarize, quote, or paraphrase) or outside sources that provide evidence for your point of view.

Explain how the passage supports your opinion.

Research Paper

Write a three to five page research paper, in APA format, with a minimum of three references. References may include Internet sources, books, and professional journals, or resources related to the profession. Title page and reference page are not included in the required paper length.

The topic should be related to e-commerce or topics covered in this course. Prior topic approval by your professor is required in Unit III.

• Write on a topic related to the course materials that has been particularly interesting to you, in a well-organized and thoughtful three to five page research paper. Your sources should present different perspectives.
• Write a paper related to starting an online business or initiating an e-commerce project (i.e. funding, writing business plans).

Be sure your paper has at least the following components:

• Title Page
• Introduction – State the thesis and purpose of your research paper clearly. What is the chief reason you are writing the paper? State also how you plan to approach your topic. Is this a factual report, a book review, a comparison, or an analysis of a problem? Explain briefly the major points you plan to cover in your paper, and why readers should be interested in your topic.
• Body - This is where you present your arguments to support your thesis statement
• Conclusion - Restate or reword your thesis. Summarize your arguments. Explain why you have come to this particular conclusion.

**APA Guidelines**

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several Internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

**CSU Grading Rubric for Papers/Projects**

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

**Final Examination Guidelines**

Final Examinations are to be administered to students by an approved proctor on a date that is mutually convenient. The student is responsible for selecting a qualified proctor that must be approved by the university.

A list of acceptable proctors is provided in the Examination Proctor Policy. To review the complete Examination Proctor Policy including a list of acceptable proctors, proctor responsibilities, proctor approval procedures and the Proctor Agreement Form, go to the myCSU Student Portal from the link below.

[http://mycsu.columbiasouthern.edu](http://mycsu.columbiasouthern.edu)

You are permitted four (4) hours to complete this exam, in the presence of your approved proctor. This is an open book exam. Only course textbooks and a calculator, if necessary, are allowed when taking proctored exams.

**Communication Forums**

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

**Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.**

[Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.](#)

**Ask the Professor**

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.
Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

**Student Break Room**

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

**Grading**

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<thead>
<tr>
<th>Component</th>
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<tbody>
<tr>
<td>Discussion Boards (8 @ 2%)</td>
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<td>Unit Assessments (3 @ 5%)</td>
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<td>Unit I Case Studies</td>
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<td>Unit II Project</td>
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<td>Unit III Research Paper Outline</td>
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<td>Unit V, VI, &amp; VII Article Critiques (3 @ 4%)</td>
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<td>Final Exam</td>
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**Course Schedule/Checklist (PLEASE PRINT)**

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

<table>
<thead>
<tr>
<th>Unit I</th>
<th>E-Commerce and the E-Marketplace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review:</td>
<td>□ Unit Study Guide</td>
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<tr>
<td>Read:</td>
<td>□ Chapter 1: Overview of Electronic Commerce</td>
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<td>□ Chapter 2: E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce</td>
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<td>□ Supplemental Reading: See Study Guide</td>
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<td>Discuss:</td>
<td>□ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)</td>
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<td>Submit:</td>
<td>□ Unit I Case Studies by Tuesday, Midnight (Central Time)</td>
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</tbody>
</table>

Notes/Goals:

<table>
<thead>
<tr>
<th>Unit II</th>
<th>E-Commerce Retailing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review:</td>
<td>□ Unit Study Guide</td>
</tr>
<tr>
<td>Read:</td>
<td>□ Chapter 3:Retailing in Electronic Commerce: Products and Services</td>
</tr>
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<td>□ Chapter 4: Online Consumer Behavior, Market Research, and Advertisement</td>
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<td>Submit:</td>
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Notes/Goals:
## Unit III: The Online Consumer

**Review:**
- Unit Study Guide

**Read:**
- **Chapter 5: B2B E-Commerce**
- **Supplemental Reading:** See Study Guide

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)
- **Unit III Research Paper Outline** by Tuesday, Midnight (Central Time)

## Unit IV: Innovations in E-Commerce

**Review:**
- Unit Study Guide

**Read:**
- **Chapter 6: Innovative EC Systems: From E-Government and E-Learning To C2C E-Commerce and Collaborative Commerce**
- **Supplemental Reading:** See Study Guide

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)
- **Unit IV Online Issue Critique** by Tuesday, Midnight (Central Time)
<table>
<thead>
<tr>
<th>Unit V</th>
<th>Web 2.0 and Mobile Computing</th>
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<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
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| **Read:** | □ Chapter 7: The Web 2.0 Environment and Social Networks  
□ Chapter 8: Mobile Computing and Commerce  
□ **Supplemental Reading:** See Study Guide |
| **Discuss:** | □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
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□ **Supplemental Reading:** See Study Guide |
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□ **Unit V Article Critique** by Tuesday, Midnight (Central Time) |

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<thead>
<tr>
<th>Unit VI</th>
<th>E-Commerce Security and Payment</th>
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<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
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</tbody>
</table>
| **Read:** | □ Chapter 9: E-Commerce Security and Fraud Protection  
□ Chapter 10: Electronic Commerce Payment Systems  
□ **Supplemental Reading:** See Study Guide |
| **Discuss:** | □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
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<table>
<thead>
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<th>Unit VII</th>
<th>EC Strategy and Implementation</th>
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<tbody>
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<td>Unit Study Guide</td>
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<tr>
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<td><strong>Chapter 11</strong>: EC Strategy and Implementation: Justification, Globalization, SMEs, and Regulatory and Ethical Issues</td>
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Notes/Goals:

<table>
<thead>
<tr>
<th>Unit VIII</th>
<th>E-commerce Orders and Support</th>
</tr>
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<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
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