Course Syllabus

Edit

Course Information

This course is offered collaboratively through the UW MBA Consortium.

Course Title:
UW-Eau Claire: MBA 770 - E-Business Fundamentals for Managers
UW Oshkosh: BUS 769 - E-Business Fundamentals

Credit Hours: 1.5
Course Term: Fall 2023
Delivery Mode: Online
Course Dates: October 30, 2023 – December 17, 2023

*If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: Consortium/UW-Eau Claire*Links to an external site. | *UW Oshkosh*Links to an external site. | *UW-Parkside*Links to an external site.

Instructor Information

Instructor: Dr. Ryan Skiver
Office: Sage Hall 1416, UW Oshkosh
Email: (Preferred method of Contact) skiverr@uwosh.edu
Office Phone: (920) 424-0159

Office hours: T, TH 10:30-11:30PM 1:00-2:00PM and by appointment

Prerequisite/Co-requisite

IS 740 – Information Systems Foundation or equivalent

Course Description

This course aims to provide an understanding of the Internet economy and the proper roles of electronic business in an organization. It poses the question from the point of view of a manager, "How may e-businesses contribute to the operational, tactical, and strategic goals of the organization?" Topics covered include electronic business models and understanding the e-business environment. Also covered are e-business infrastructure and tools as well as creating an e-business plan, which is an essential part of launching a successful e-business.

Course Objectives

1. Understand the fundamental concepts of electronic business.
2. Understand the proper roles of e-business in an organization.
3. Understand practical issues which must be addressed at the start of a new e-business venture in order to help ensure its success.
4. Identify the operational, tactical, and/or strategic e-business opportunities in your own organization.
5. Generate new and innovative e-business ideas.
6. Develop a practical e-business plan from idea conception to implementation planning.
7. Develop an awareness of the range of technical resources and tools available to create an e-business presence on the Web.
8. Understand e-business risks and security issues and how to safeguard against them.

Required Course Materials

Textbook

Title: Electronic Commerce (12th edition, 2017)
Authors: Schneider.
ISBN: 978-1305867819

Please note that this ISBN may differ from what appears on the UWEC bookstore website. If ordering from a source other than the UWEC bookstore, be sure to use the ISBN provided here to ensure you get the correct text.

Click here to learn more about ordering textbooksLinks to an external site.. Contact mba@uwec.edu with any textbook-related concerns.

Reference Materials

As a graduate student you will be expected to show initiative in locating books, journal articles, and informational Web sites relevant to the content of this course. Below are some examples.

E-Business Books

- Adam, N. R., Dogramaci, O., Gangopadhyay, A., & Yesha, U. (1999). *Electronic commerce: technical, business and legal Issues.* Upper Saddle River, NJ: Prentice Hall.
- Bonnette, K. (2000). *An IBM guide to doing business on the Net.* New York: McGraw Hill.
- Easton, J. (1999). *StrikeItRich.com.* New York: McGraw-Hill.
- Lawrence, E., Corbit, B., Fisher, J., Lawrence, J., & Tidwell, A. (2000). *Internet commerce: Digital models for business* (2nd ed.). Milton, Australia: John Wiley.
- McLaren, B., & McLaren, C. (2002). *E-commerce BASICS.* Boston: Course Technology.
- Napier, H. A., Judd, P. J., Rivers, O. N., & Wagner, S. W. (2002). *E-business technologies.* Boston: Course Technology.
- Oz, E. (2002). *Foundations of e-commerce.* Upper Saddle River, NJ: Prentice Hall.
- Reedy, J., Schullo, S., & Zimmerman, K. (2000). *Electronic marketing: Integrating electronic resources into the marketing process.* Fort Worth, TX: Dryden.
- Schneider, G., & Perry, J. (2002). *New perspectives in e-commerce -- Comprehensive.* Boston: Course Technology.
- Watson, R. T., Berthon, P., Pitt, L. F., & Zinkhan, G. M. (2000). *Electronic commerce: The strategic perspective,* Fort Worth, TX: Dryden.
- Rubin, J. & Carmichael, B. (2018). *Reset: Business and Society in the New Social Landscape,* New York: Columbia University Press
- Casey, M. J. & Vigna, P. (2018). *The Truth Machine: The Blockchain and the Future of Everything,* New York: St. Martin's Press.

Resources & Useful URLs

- E-Commerce Today: http://www.ecommercetoday.com.au
- Forrester Research, Cambridge, MA: http://www.forrester.com
- NUA Internet surveys and reports from around the world by the Irish market research firm: https://www.nua.ie/surveys/Links to an external site.
- PracticalEcommerce: http://www.practicalecommerce.com/

Other E-Commerce Courses

- Coursera Digital Marketing Specialization: https://www.coursera.org/specializations/digital-marketing
- Lynda.com's courses on E-commerce: http://www.lynda.com/Ecommerce-training-tutorials/1311-0.html (requires a subscription for full access - check with your home campus or local library to see if you have access)

Course Topical Outline

- Unit 1: Intro to E-Commerce
- Unit 2: B2C eCommerce
- Unit 3: B2B eCommerce
- Unit 4: E-Commerce Technology
- Unit 5: Payment Systems
- Unit 6: Security & Legal Issues
- Unit 7: Implementation eBusiness

Course Grading

Course grading breakdown	
Assignment	**Points**
Unit 1 Assignment – Role of E-commerce	20
Unit 2 Discussion – B2C	10
Unit 2 Assignment – B2C Case	30
Unit 3 Discussion – B2B	10
Unit 3 Assignment – B2B Case	30
Unit 4 Discussion – E-Commerce Technology	10
Unit 4 Assignment – E-Commerce Technology Case	30
Unit 5 Discussion – Online Payments	10
Unit 5 Assignment – B2C Payments Case	30
Unit 6 Discussion – Security & Legal Issues	10
Unit 6 Assignment – Security Situation Case	30
Unit 7 Discussion – Funding and Managing E-Commerce	10
Unit 7 Assignment – Upgrading E-Commerce Sites Case	30
Total	260

The rubrics for individual memo assignments (those with a 20- or 30-point award) will show 100 and 115 points respectively for a more accurate and granular assessment of skills. The relative rubric scores for each will be translated into the appropriate final grade points.

Letter Grades

Letter grades will be awarded in accordance with your university's policy for grades as shown below:

Final letter grades scale

Percentage	UWEC/Consortium/ UW-Parkside	UW-Oshkosh
93-100%	A	A
90-92.9%	A-	A-
87-89.9%	B+	B+
83-86.9%	B	B
80-82.9%	B-	B-
77-79.9%	C+	C+
73-76.9%	C	C
70-72.9%	C-	C
67-69.9%	D+	F
63-66.9%	D	F
60-62.9%	D-	F
0-59.9%	F	F

Learning Methods/Activities

Because this is an online course, you will be responsible for your own learning. The instructor and the course Canvas site are there to assist you. You should take advantage of any modern technology (particularly communications technology) to facilitate the learning process. For Canvas help, see the **Online Course Resources** link on the left-side navigation bar.

You may communicate with your instructor through e-mail, phone, Skype, or any other means. You are encouraged to seek clarification on any issue about the course early so that it can be resolved in time. Another way to learn is to interact with your classmates using the communication tools in the course. In MBA courses, students often have a tremendous amount to offer (often a humbling experience for the instructors). The tools that you can use include e-mail, discussions, and file sharing, most of which are based on asynchronous communication.

While different people have different learning styles, you may find the following study strategies helpful:

- Read the relevant textbook chapter(s) and/or section(s), and make notes for yourself. Use the Study Guide to ensure that you cover every topic.
- Read through the Supplementary Readings if there are any. Write summary notes also.
- Complete the weekly assignments on a timely basis.
- Discuss with your fellow students in your small group discussion board
- Ask questions in the Ask The Class/Raise Your Hand discussion forum.

Late Graded Components

Because of the interactive nature of discussion assignments, timeliness is essential in your postings. Therefore, no late discussion posts will be accepted. All other graded assignments in the course that are late will incur a penalty of 20% per calendar day for a maximum of two days. After two calendar days, the assignment will receive a zero grade. Please contact the instructor before the assignment deadline if you have any questions regarding this late work policy.

Spelling, Grammar and Writing Mechanics in Written Work

Much of the grade you will receive in this course will be based on written work you submit – mostly discussion topics and weekly written assignments. It is expected that the work you submit will be prepared in a professional manner. I will deduct points for work that contains misspelled words, punctuation errors, and/or poor grammar. At a minimum, make sure you use the spell checker before you submit any written material. If grammar is not your strong suit, I would suggest that you have a friend, colleague, or family member read over your work (and correct it) before you submit it. Your home campus may also offer writing resources that may assist you. These resources can be particularly helpful if you are not a native English speaker.

Academic Conduct

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

Academic Integrity

Integrity is an important component of students' academic experience. The academic evaluation a student receives for a course becomes a permanent University student record and it is critical such records be accurate and consistent. In addition, the integrity students learn and exhibit at the University will be the model for the professional integrity they practice when they complete their academic work. The University believes unquestionable character and integrity are essential for successful careers. Whatever role you may play in an organization, be it publicly or privately owned, you will occupy a position of trust. High ethical standards, therefore, are not only necessary but are fundamentally part of all the University represents when it grants a degree.

All class materials are the intellectual property of the instructor and may not be shared outside of this course (e.g., to commercial "study sites") without my permission.

Unless I specify otherwise, all work that you turn in to me should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must

be your original work. Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the OWL website from PurdueLinks to an external site. for APA citation guidelines. *We use Turnitin to check the originality of assignments.*
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents (UWS Chapter 14Links to an external site.). Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

Generative AI Use

To create a shared understanding regarding the use of generative AI in this course, this course's policy on the "Generative AI Use" page is available in the Course Information module. Keep in mind that other instructors may have different expectations based on their course outcomes, so be sure you always check before you use generative AI in your classes.

Please note that the UW MBA Consortium owns the copyright to all course and program materials. You may not share program or course materials in any way in any generative AI platform. Likewise, this course will not require you to share program or course content or your work in a generative AI platform. You are encouraged to ask any questions you have regarding the policy.

Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

1. The student's home campus policy on excused absences will apply.

   -
     - [UW – Oshkosh](#)
     - [UW – Parkside](#)

2. UW MBA Consortium students will follow the [UW-Eau Claire Authorized Absence Policy.Links to an external site.](#)

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility InitiativeLinks to an external site.](#) and with [Section 508Links to an external site.](#) guidelines. Additionally, Canvas was certified as a [substantially conformant LMSLinks to an external site.](#) by WebAIM, a third party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at BIZHelp@uwec.edu and we will work with you to find a reasonable accommodation.

Course Summary:

Date	Details	Due
Mon Oct 30, 2023	Calendar Event Complete the Code of Conduct	12am
Wed Nov 1, 2023	Discussion Topic Unit 1 Discussion: Introductions	to do: 11:59pm
Fri Nov 3, 2023	Page Unit 1: Introduction to eCommerce	to do: 11:59pm

Date	Details	Due
Sun Nov 5, 2023	Assignment Unit 1 Assignment: Role of e-Commerce	due by 11:59pm
	Page Discussion Response Posts Due for Unit 1	to do: 11:59pm
Wed Nov 8, 2023	Discussion Topic Unit 2 Discussion: B2C eCommerce	due by 11:59pm
	Page Unit 2: Business to Consumer (B2C) E-Commerce	to do: 11:59pm
Sun Nov 12, 2023	Assignment Unit 2 Assignment: B2C e-Commerce Case	due by 11:59pm
	Page Discussion Response Posts Due for Unit 2	to do: 11:59pm
Wed Nov 15, 2023	Discussion Topic Unit 3 Discussion: B2B eCommerce	due by 11:59pm
	Page Unit 3: Business to Business (B2B) E-Commerce	to do: 11:59pm
Sun Nov 19, 2023	Assignment Unit 3 Assignment: B2B e-Commerce Case	due by 11:59pm
	Page Discussion Response Posts Due for Unit 3	to do: 11:59pm
Wed Nov 22, 2023	Discussion Topic Unit 4 Discussion: eCommerce Technology	due by 11:59pm
	Page Unit 4: E-commerce Technology	to do: 11:59pm

Date	Details	Due
Fri Nov 24, 2023	Page Midterm Course Evaluation	to do: 11:59pm
Sun Nov 26, 2023	Assignment Unit 4: E-Commerce Technology Case	due by 11:59pm
	Page Discussion Response Posts Due for Unit 4	to do: 11:59pm
Wed Nov 29, 2023	Discussion Topic Unit 5 Discussion: Payment Systems	due by 11:59pm
	Page Unit 5: Payment Systems	to do: 11:59pm
Sun Dec 3, 2023	Assignment Unit 5 Assignment: Payment Systems Case	due by 11:59pm
	Page Discussion Response Posts Due for Unit 5	to do: 11:59pm
Wed Dec 6, 2023	Discussion Topic Unit 6 Discussion: Security & Legal Issues	due by 11:59pm
	Page Unit 6: Security & Legal Issues	to do: 11:59pm
Sun Dec 10, 2023	Assignment Unit 6 Assignment: Security Situation Case	due by 11:59pm
	Page Discussion Response Posts Due for Unit 6	to do: 11:59pm
Wed Dec 13, 2023	Discussion Topic Unit 7 Discussion: Implementing eBusiness	due by 11:59pm

Date	Details	Due
	Page Unit 7: Implementing e-Business	to do: 11:59pm
	Assignment Unit 7 Assignment: Implementing e-Business	due by 11:59pm
Fri Dec 15, 2023	Page Discussion Response Posts Due For Unit 7	to do: 11:59pm
	Page Final Course Evaluation	to do: 11:59pm
	Assignment Final Grade	