



MIS 395 – Electronic Business Strategy, Architecture, and Design

Credit Hours: 3

Term Year: Spring 2012

To Access the Course Web site visit bb.uis.edu

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Course Description

The course focuses on the linkage between organizational strategy and networked information technologies to implement a rich variety of business models in the national and global contexts connecting individuals, businesses, governments, and other organizations to each other. The course provides an introduction to e-business strategy and the development and architecture of e-business solutions and their components. Prerequisite: MIS 352

Course Objectives

The objectives of this course are:

1. **To understand how the Internet can be put to work for a particular business, governmental, or a not-for-profit agency.**
2. **To enhance your understanding of "Virtual Organizations" and advantages of the global customer base.**
3. **To provide you with the technical skills needed to set up World Wide Web sites to do business on the Internet.**

Prerequisites

MIS 352

Learning Outcomes

Reasonable accommodations are available for students who have a documented disability. Please notify the instructor during the first week of class of any accommodations needed for the course. Late notification may cause the requested accommodations to be unavailable. All accommodations must be approved through the Office of Disability Services (ODS) in the Human Resources Building (HRB), Room 80, 217-206-6666.

- Demonstrate an understanding of the use of the Internet and the Web in helping businesses and organizations as a whole to achieve their functional objectives.
- Demonstrate an understanding of various Internet and Web technologies.
- Demonstrate an understanding of how the Internet and the Web technologies can be used to improve the performance of an organization.
- Demonstrate an understanding of how to arrange an organization's data so that they can be easily accessed and utilized.
- Demonstrate an understanding of how decisions are made concerning the use of Internet based technologies and services in an organization to conduct business electronically and, to support the organization's information technology infrastructure.
- Demonstrate an understanding of how an organization can benefit from and use Internet based systems strategically to support organization functions.
- Demonstrate an understanding of what special issues must be addressed when developing and managing Internet based systems.

Course Content and Learning Outcomes

Chapter Assignments	Learning Outcome
Chapter 1 – The Revolution is just Beginning Chapter 2 – E-commerce Business Concepts and Models	<ul style="list-style-type: none"> • Demonstrate an understanding of the use of the Internet and the Web in helping businesses and organizations as a whole to achieve their functional objectives.
Chapter 3 – The Internet and WWW E-commerce Infrastructure Chapter 4 – Building an E-commerce Web Site	<ul style="list-style-type: none"> • Demonstrate an understanding of various Internet and Web technologies.
Chapter 5 – Online Security and Payment Systems Chapter 6 – E-commerce Marketing Concepts	<ul style="list-style-type: none"> • Demonstrate an understanding of how the Internet and the Web technologies can be used to improve the performance of an organization.
Chapter 7 – E-commerce Marketing Communications	<ul style="list-style-type: none"> • Demonstrate an understanding of how to arrange an organization's data so that they can be easily accessed and utilized.

Chapter Assignments	Learning Outcome
Chapter 8 – Ethical, Social, and Political Issues in E-commerce Chapter 9 – Online Retailing and Services	<ul style="list-style-type: none"> Demonstrate an understanding of how decisions are made concerning the use of Internet based technologies and services in an organization to conduct business electronically and, to support the organization's information technology infrastructure.
Chapter 10 – Online Content and Media Chapter 11 – Social Networks, Auctions, and Portals	<ul style="list-style-type: none"> Demonstrate an understanding of how an organization can benefit from and use Internet based systems strategically to support organization functions.
Chapter 12 – Electronic Commerce: Supply Chain Management and Collaborative Commerce	<ul style="list-style-type: none"> Demonstrate an understanding of what special issues must be addressed when developing and managing Internet based systems.

The following is the tentative schedule for our class. Changes may occur throughout the semester. It is your responsibility to make sure you are aware of the current schedule and your assignment responsibilities. The current version of the schedule is posted on the class Blackboard Web site

MIS 395 - Course Outline – Spring 2012

	Dates	Topics	Text
1	Jan 17-22	The Revolution is just Beginning	Chapter 1
2	Jan 23-29	E-commerce Business Concepts and Models	Chapter 2
3	Jan 30-Feb 5	The Internet and WWW E-commerce Infrastructure	Chapter 3
4	Feb 6-12	Building an E-commerce Web site	Chapter 4
5	Feb 15 (13-19)	Exam 1 (Chapters 1, 2, 3, and 4) on Campus exam is scheduled on Feb 15	
6	Feb 20-26	Online Security and Payment Systems	Chapter 5
7	Feb 27-Mar 4	E-commerce Marketing Concepts	Chapter 6
8	Mar 5-11	E-commerce Marketing Communications	Chapter 7
	Mar 12-18	Spring Recess	
9	Mar 19-25	Ethical, Social, and Political Issues in E-commerce	Chapter 8

10	Mar 28 (Mar 26- Apr 1)	Exam 2 (Chapters 5, 6, 7, and 8) on campus exam is scheduled on Mar 28	
11	Apr 2-8	Online Retailing and Services	Chapter 9
12	Apr 9-15	Online Content and Media	Chapter 10
13	Apr 16-22	Social Networks, Auctions, and Portals	Chapter 11
14	Apr 23-29	B2B Electronic Commerce: Supply Chain Management and Collaborative Commerce	Chapter 12
15	Apr 30-May 6	Chapter review and discussions	
16	May 9 (7-13)	Final Exam (Chapters 9, 10, 11, and 12) on Campus exam is scheduled on May 9	

Note: we may have online meeting in some of the weeks. The instructor will announce the date and time for online class delivery.

Required Textbook

Kenneth C. Laudon, Carol Guercio Traver,
E-commerce, Business 2011, Technology, Society, Seventh Edition,
Pearson/Prentice Hall, 2011
ISBN-10: 0136091199 | ISBN-13: 978-0136091196

Course Overview

This is an introductory course in e-commerce at the undergraduate level. The course is designed to introduce students to essentials of e-commerce and its technology and infrastructure. The strategic advantages of e-commerce applications in businesses and organizations are reviewed. The impact and implications of e-commerce on society is also covered.

Course Requirements

- Students are required to use the course Blackboard Web site and e-mail for communicating with the instructor and their classmates.
- Students are advised to carefully prepare for each weekly assigned work by reading the assigned text and completing assignments on time.
- The course grade will be based upon three exams, homework assignments, case studies, and the article review assignment.
- Exams are not comprehensive.
- Students are expected to take the exams on the scheduled day and time (or time period). Any exception requires prior consent of the instructor and there must be significant circumstances to warrant not taking the exams at the scheduled time.

- An “Incomplete” grade will be assigned only in a case of emergency. An “Incomplete” grade must be completed within one year; otherwise the grade will be changed to the provisional grade given to you at the end of the semester.
- All assignments are due on the specified date, unless other arrangements have been made in advance with the instructor. A late assignment may be subjected to point reduction. Any exception requires prior consent of the instructor
- Students are responsible for being aware of the due dates for all assignments and for obtaining assignments, guidelines and rubrics for assignments, and other items as specified by the instructor from the course Blackboard Web site.
- Any form of plagiarism is strictly prohibited. Also submitting the same work to different classes is not allowed. Violations may be subjected to 'no credit' for the assignment or 'no credit' for the course.
- Class interaction is mandatory. You are expected to access the class Blackboard and check your email often during the week. Further information about this requirement will be posted on the Blackboard. On average, you may expect to spend 10-15 hours per week on this course. Active participation and interaction is a key to succeed in both online and face-to-face sessions of this course.
- The final grade is final. Your final grade cannot be changed after it has been issued unless you receive 'Incomplete' or I have made a mistake in calculating or reporting your grade.
- Each class participant will write a review of two journal articles from the empirical literature. It is best to select your articles from two different publications. The articles should be all related to an area we cover in this course and all should be related to the same topic. For a potential list of topics to select from, see the course Blackboard Web site. This assignment is due by the specified due date (see below, the grading section for the due date of this assignment).
- A complete citation of the journal articles you review must be included in your article review submission in order to receive a grade for this assignment. Late assignments will not be accepted.

Your journal article review must (This assignment maybe changed to other assignments):

- be posted on a personal blog.
- be well written, properly punctuated, and use correct grammar,
- be a total of 2 single spaced typewritten pages or equivalent on the blog page,
- contain a summary of the article, you must paraphrase (write in your own words what you read in the article). Do not copy any part of the article verbatim, this is plagiarism,
- contain a discussion of the author's point of view and biases,
- contain a discussion of why this article is important and has been published in the empirical literature, and
- contain a set of conclusions and recommendations. For example, tell why you think the article is worth reading and state whether you would recommend the article or not and why.

Extra Credit

No extra credit assignments will be provided.

Weekly Assignments

Assignments will be made each week. Assignments will be posted on the course Blackboard Web site. It is the student's responsibility to retrieve the assignments from the course Blackboard Web site. The due date of each assignment is included within the assignment. Any assignment turned in after the due date may not receive full credit. The assignments are designed to help you understand the relevance of the topics in the information systems area and become familiar with the Internet.

Quizzes

Weekly quizzes, which are based on materials from the required text, are available so that you can test your understanding of the materials covered each week. You can try these quizzes as often as you wish and each time you try you will receive a set of different questions than what you received the previous time you attempted the quiz.

Grading

Journal Article Review (Or Web Project)	5%
Case Study	5%
Weekly Assignments	15%
Exam 1 (September 22)	25%
Exam 2 (October 27)	25%
Final Exam (December 15)	25%
Total	100%

Grade Ranges

94 - 100 = A
89 - 93 = A -
86 - 88 = B +
82 - 85 = B
77 - 81 = B -
71 - 76 = C +
68 - 70 = C
66 - 67 = C -
64 - 65 = D +
62 - 63 = D
60 - 61 = D -
<60 = F

Plagiarism

The university plagiarism policy as stated in the UIS catalog applies: "If you are alleged to have committed plagiarism, your instructor may refuse to grade the assignment and record it as no credit. Penalties may include no credit (i.e., failure) in the course as well as recommendation for disciplinary probation, suspension, or dismissal from the class, program; or UIS." By enrolling in this course, you agree that all of your course work including postings on the class courseware site, at the instructor's discretion, may be sent to a plagiarism checking service.