

MANA 4345 – Electronic Commerce
The University of Texas at Tyler – Soules College of Business – Fall 2019

NUMBER/TITLE	MANA 4345.001 – Electronic Commerce
INSTRUCTOR	Dr. Mary Helen Fagan
REQUIRED RESOURCES	<ol style="list-style-type: none">1. Required textbook: Electronic Commerce - 12th edition by Gary Schneider, 2017, Cengage Learning. ISBN: 978-1-305-86781-9. You will need access to the latest edition of this book and will not need any access codes or extra materials. You can purchase or rent this textbook from the UT Tyler bookstore, Cengage, or other sources (see information in the Canvas Getting Started course module).2. Other requirements for the class: This class includes exercises that will require the use of Microsoft Office and specified free software applications to complete these assignments. Information on how to acquire the necessary software will be provided in Canvas.
CLASS MEETING	Tuesday and Thursday 3:30-4:50 pm.
COURSE DESCRIPTION/ LEARNING OBJECTIVES	<p>The effective use of e-commerce applications is becoming increasingly important to sustain competitive advantage in today's global environment. The course topics include e-commerce business models, Internet consumer retailing, key e-commerce applications, support services strategy and implementation and website development. Prerequisites: COSC 1307 or equivalent (Introduction to Information Systems Software). The main course objectives are:</p> <ul style="list-style-type: none">• to understand the key concepts underlying e-commerce and its effective use in organizations• to recognize the important trends in e-commerce and their potential impact on individuals, organizations and society• to develop the knowledge and skills needed to develop effective e-commerce strategies and applications.
CONTACT INSTRUCTIONS	The best way to reach me is via email at mfagan@uttyler.edu. To help ensure I get your email and can respond to you in a timely manner, please be sure to include MANA 4345 in your email's subject line. You should expect a response to emails received by 5 pm some time the next day, except for emails that are received on Friday (which may not receive a response until the following Monday).
OFFICE HOURS	My regular office hours will be on Wednesday from 2:30-5:30 in Business 350.031. If you wish to schedule a meeting outside my office hours, please email me to set up a good time for us to meet face to face in my office or via the Zoom teleconferencing software (my Zoom meeting ID is 954-580-9204). Also, I have an open-door policy and so please feel free to stop by and talk to me any other time when I am in my office.
WITHDRAW DATES	September 9 th is the last day for all registrations and schedule changes (Census Day) and November 4 th is the last date during the semester to withdraw from the course with an automatic "W" for your course grade.
TEACHING METHOD	The course objectives will be achieved through a combination of class discussion, readings, videos, demonstrations, problem solving exercises, and assignments. Successful achievement of the course objectives will require you to participate, follow instructions carefully, and complete your work by the due dates.

EVALUATION

Components		Value
1	Class attendance and participation	30%
2	Two exams	30%
4	E-commerce project	40%
TOTAL		100%

GRADE DETERMINATION

YOUR PERCENTAGE EARNED OUT OF TOTAL POSSIBLE POINTS	FINAL COURSE GRADE YOU WILL EARN
90 to 100%	= A
80 to 89.99%	= B
70 to 79.99%	= C
60 to 69.99%	= D
Below 60%	= F

CLASS DESIGN AND POLICIES

Class attendance and participation

- Your attendance in class is expected and is key to achieving the class learning objectives. In addition to class discussion and problem-solving exercises, quizzes may be used to assess understanding of assignments (e.g., chapter readings). Attendance and participation over the course of the semester will form the basis for this portion of your overall class grade.
- Please note these additional UT Tyler class absence policies and how the instructor must be notified in this class.
 - If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.
 - If you anticipate being absent from class due to a religious observance, you are requested to inform the instructor of such absences by the 2nd class meeting of the semester.
 - **Important note:** In this class the instructor requires official notification of these absences to be provided via email to mfagan@uttyler.edu. Students will receive information regarding the make-up assignments that must be completed to earn class attendance and participation credit in response to an email notification regarding an upcoming class absence.

Exams

- Exams are an important way to assess your mastery of core concepts and class learning objectives. There will be two exams held in class during our regular class meeting time. The exams will cover material from the textbook and from class discussions of the material.
 - **Important note:** If you do not attend class on the day of a hands-on test or take the exam before the scheduled date, you will earn zero for this test unless you have one of the following emergency extenuating conditions: hospitalization, medical emergency/illness, physical injury, or the death of an immediate family member. Unless you are physically unable to do so, you must notify the instructor before the in-class exam via phone or an email to mfagan@uttyler.edu that you have an emergency and will not be present for the scheduled in-class test. Then, as soon as possible, you must provide adequate documentation of your emergency extenuating circumstances such that, with instructor approval of the documentation, a make-up test can be scheduled. The ability to make up an in-class test will depend upon timely notification, complete documentation, and completion of the scheduled make-up test. If you have other circumstances that mean you cannot be in class for the exam (e.g., pre-planned travel for your work), it may be possible to arrange to take the exam before the scheduled exam date with adequate advance notification. Please discuss any issues with taking an exam on the schedule date with your instructor as soon as it arises.

E-commerce project

- The e-commerce project extends across the semester and involves the development of a website for a hypothetical e-commerce enterprise. Completion of the assignments in this project and submission of your final project deliverables are key learning objectives for this class. Detailed instructions for this project are provided in Canvas.

Other important notes

- Assignment deadlines:** Detailed instructions and the deadlines for each assignment are provided in Canvas. To stay up to date and succeed in this class, you will need to organize and manage your time effectively. Please pay close attention to the assignment due dates as these deadlines will not be extended unless circumstances occur that affect the ability of everyone in the class to complete an assignment before the deadline (e.g., a system outage). I highly recommend that you plan to complete important assignments well ahead of their deadlines so that you have some time, if needed, to get answers to questions/resolve potential problems/issues to complete assignments by the deadlines. If you experience a Canvas problem that affects your ability to complete an assignment, then you must completely document the issue (e.g., take a screen clip) and send information to me about the issue before the assignment deadline and I will investigate the situation and get back to you as soon as possible.
- Academic integrity expectations:** All assignments submitted for this class must be individually and independently completed and must represent the effort of the student turning in the assignment. Please see the section entitled “Student Standards of Academic Conduct” in the UT Tyler Policies section of this document for more information regarding the expectations that apply in this course to individual course work. Please be aware that if I have evidence of academic dishonesty you can earn a zero on the applicable assignment or, depending upon the severity, a failing grade for the class. Every incident of suspected scholastic dishonesty will be addressed according university guidelines. Please see the policies in this document and <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php> for more information
- Grading:** The final grade percentage will not be rounded up and no extra credit will be given for individual work outside of that available to everyone in the class. Please speak to me at any time if you have questions or concerns regarding your grades in the class and how they are determined.

CLASS SCHEDULE

Please note:

- Information on all assignments and their deadlines are provided in Canvas.
- Please note that this is a tentative class schedule which is subject to revision/change during the semester as schedule/circumstances warrant and at the instructor’s discretion. Any changes to this schedule will be posted announced in class and communicated via a Canvas announcement as early as possible.

Week/Dates		Topic (Note: Specific assignment information and deadlines are in Canvas)
Week 1	8/26-9/1	Getting started module and course overview
Week 2	9/2-9/8	<ul style="list-style-type: none">Module 1 – Ch. 1: Introduction to E-commerceE-commerce project – Part 1
Week 3	9/9-9/15	<ul style="list-style-type: none">Module 1 – Ch. 2: Technology Infrastructure: The Internet and the World Wide WebE-commerce project – Part 1
Week 4	9/16-9/22	<ul style="list-style-type: none">Module 2 – Ch. 3: Selling on the WebE-commerce project – Part 2
Week 5	9/23-9/29	<ul style="list-style-type: none">Module 2 – Ch. 4: Marketing on the WebE-commerce project – Part 2
Week 6	9/30-10/6	<ul style="list-style-type: none">Exam #1E-commerce project – Part 2
Week 7	10/7-10/13	<ul style="list-style-type: none">Module 3 – Ch. 6: Social Networking, Mobile Commerce, and Online AuctionsE-commerce project – Part 3

Week 8	10/14-10/20	<ul style="list-style-type: none"> Module 3 – Ch. 7: The Environment of Electronic Commerce – Legal, Ethical, and Tax Issues E-commerce project – Part 3
Week 9	10/21-10/27	<ul style="list-style-type: none"> Module 4 – Ch. 5: Business to Business Activities E-commerce project – Part 3
Week 10	10/28-11/3	<ul style="list-style-type: none"> Module 4 – Ch. 12: Managing Electronic Commerce Implementations E-commerce project – Part 3
Week 11	11/4-11/10	<ul style="list-style-type: none"> Exam #2 E-commerce project – Part 3
Week 12	11/11-11/17	<ul style="list-style-type: none"> Current topics E-commerce project – Part 3 (final project submission)
Week 13	11/18-11/24	E-commerce project – Part 3 (class presentations)
Week 14	11/25-12/1	Thanksgiving holiday
Week 15	12/2-12/8	E-commerce project – Part 3 (peer reviews)
Week 16	12/9-12/14	Finals week

UT TYLER POLICIES

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Fall, the Census Date is Sept. 12.) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date (Sept. 12th) is the deadline for many forms and enrollment actions of which students need to be aware.

These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.utt Tyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in

whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

- i. "Cheating" includes, but is not limited to:
 - copying from another student's test paper;
 - using, during a test, materials not authorized by the person giving the test;
 - failure to comply with instructions given by the person administering the test;
 - possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
 - using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
 - collaborating with or seeking aid from another student during a test or other assignment without authority;
 - discussing the contents of an examination with another student who will take the examination;
 - divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
 - substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
 - paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
 - falsifying research data, laboratory reports, and/or other academic work offered for credit;
 - taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
 - misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.
- ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit.
- iii. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
- iv. All written work that is submitted will be subject to review by plagiarism software.

UT Tyler Resources for Students

- [UT Tyler Writing Center](mailto:writingcenter@uttyler.edu) (903.565.5995), writingcenter@uttyler.edu
- [UT Tyler Tutoring Center](mailto:tutoring@uttyler.edu) (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- [UT Tyler Counseling Center](mailto:uttyler@uttyler.edu) (903.566.7254)