



eCommerce Programming

COSC 3331

Fall 2019

Course Description

Prerequisite COSC 1337. The course deals with the technical aspects of e-commerce. Students will learn to design, build, and maintain a complete e-commerce website. Topics include: e-commerce modeling, designing, and implementing a website that meets user requirements, maintaining and setting up web servers, multi-tiered web architecture, database servers, accessing remote databases, shopping cart fundamentals, commerce server, advertising on the web, e-cash and electronic payments, and Internet security and encryption. Students will build their own projects.

Class Time

Tues/Thurs 2:00pm – 3:20pm COB 211

Instructor Information

Dr. Robert P. Schumaker
Associate Professor, Computer Science Dept.
COB 315.05
rschumaker@uttyler.edu

Office Hours

Tues/Thurs 9:30am – 11:00am
If these times don't work for you, please make an appointment.
Appointments outside of office hours can be made at robschumaker.youcanbook.me

Textbook Information

Coursepack: <https://hbsp.harvard.edu/import/642237>

Course Objective

This course is designed to provide an understanding of eBusiness and the functions of such in a global environment by:

- Understanding the various eCommerce processes and models
- Awareness of global, social, legal and ethical issues
- Software, hardware, security, privacy and emerging trends in eBusiness
- Understanding of the technology infrastructure
- The necessary components of eCommerce
- Planning, analysis and implementation for an eCommerce business

This course draws upon and refines skills in:

- Computer skills
- Written and oral discussion and individual and team work
- Ethical implications of being a member of the business community

During this course the student will develop an understanding of:

- eCommerce types and business models
- The Internet, World Wide Web, construction of an eCommerce website, online security issues and payment systems
- eCommerce marketing, ethical, social and political issues
- Real world examples of business to consumer and business to business eCommerce
- Case studies that illustrate eCommerce concepts and issues

Computer Account Access

Students will need a Patriot account and password for computer access. This information can be found at <http://www.uttyler.edu/ccs>



eCommerce Programming

COSC 3331

Fall 2019

Course Documents and Slides

This class will use Canvas for course documents, slides and other class-related materials. Students are encouraged to check the website frequently during the course of the semester to keep up to date about course changes.

Course Grading

Course evaluation will be based on the following:

Case Discussion (5 @ 5 points each)	25
Homeworks (2 @ 5 points each)	10
Business Simulation	15
Final Project	35
Lifelong Learning	5
Class Participation	<u>10</u>
Total Points	100

Grading Scale

A	90.0 points or more
B	80.0 to 89.999 points
C	70.0 to 79.999 points
D	60.0 to 69.999 points
F	59.999 points or less

Course Policies

1. Extracurricular Course Costs – There may be additional costs relating to the use of cloud computing services. Additional information will be provided in class.
2. Case Discussion – Throughout the semester we will analyze business technology cases through Canvas. Students will post their discussion questions and answer others. More details will be provided in Canvas.
3. Homeworks – Homework exercises will be assigned during the semester to assist student practice with eCommerce technologies and measure student mastery.
4. Business Simulation – Students will work in teams in a business simulation to gain practical problem solving experience in a dynamic business environment. Grades will be commensurate with the relative value a team's decisions made on increasing shareholder value.
5. Final Project – Students will work in teams to build a comprehensive website solution. More details will be provided in class.
6. Lifelong Learning – It is imperative for successful individuals to continue learning throughout their lifetime. Professional organizations are a wonderful opportunity to reinvent, retool and build connections with industry leaders. Students that attend a professional technology organization meeting (and bring proof of attendance) will receive credit. Upcoming meetings and events can be found on Canvas.
7. Class Participation – Class Participation points are broken up into two parts; tech stories (Tech) and operating the teaching workstation (Workstation). Participation.Tech will be scored by the quantity of quality discussion a student contributes regarding relevant technology-related articles. Participation.Workstation will be scored as to whether the student voluntarily operates the teaching workstation. The exact formula of Class Participation points will not be revealed until the end of the semester and the maximum points that can be earned is ten. Students that send an email to their



eCommerce Programming

COSC 3331

Fall 2019

instructor by 5pm August 30 with the subject of "COSC 3331 Bonus" and an attachment of their favorite Lolcatz picture, will receive one bonus point. Please do not share this with other students.

8. Attendance Policy – Attendance is a critical factor for student success. Attendance will be taken at the beginning of class for each class and students that arrive after attendance has been taken will be counted as an unexcused absence. If you know that you cannot make it to class, please contact your Instructor PRIOR to class. For every unexcused absence, the student's final grade will be reduced by 3%.
9. Missed Work: Business professionals must also take responsibility for attending all scheduled meetings and activities. Attendance is absolutely necessary in order to be successful in this class. We will cover a new topic each class period and each subsequent class will build upon prior skills and concepts. If you miss a class you will miss an entire topic and any materials and assignments passed out. **Students who miss class are responsible for getting missed materials and lecture information on their own time from their peers.**
10. Time Outside of Class: This course is a computer application course that requires students to complete computer application exercises and projects. It is the responsibility of the student to make a **backup** of all assignments or application projects. *If your work is not saved and accessible by the instructor, then it cannot be evaluated and a grade of F will be given for that particular project or assignment.* BACKUPS of projects and tests are imperative in order to avoid lost or damaged data.
11. Classroom Lab Rules
 - Please do not surf the Web during class unless instructed to access the Internet.
 - Do not access inappropriate Web sites during class. This will lead to dismissal from the class.
 - Please do not work on other computer assignments during class.
 - Please do not talk to your neighbor during class.
 - Please do not bring food or an uncovered drink into the computer classroom lab.
 - Please do not order food to be delivered to the classroom.
 - Do not use your phone during class.

University Policies and Additional Information that Must Appear in Each Course Syllabus (5/19)

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.



eCommerce Programming

COSC 3331

Fall 2019

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. 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 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 offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including non-visible disabilities such as 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) 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.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.



eCommerce Programming

COSC 3331

Fall 2019

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;



eCommerce Programming

COSC 3331

Fall 2019

- 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.
- lii. “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 (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (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 (903.566.7254)



eCommerce Programming

COSC 3331

Fall 2019

Tentative Course Schedule and Assignments:

Scheduled dates may vary depending on the pace of the class.

Date	Concept	Assignment Due	Simulation
Aug 27	Introduction to eCommerce		
Aug 29	What is eCommerce		
Sept 3	Networking and the Internet		
Sept 5	Project Work Day	Case – Alibaba	
Sept 10	Stacks and Protocols		
Sept 12	From Idea to Online		
Sept 17	HTML Basics		
Sept 19	HTML Layouts		
Sept 24	Project Work Day		
Sept 26	Project Work Day	Case – CDK Digital	
Oct 1	Multiple Websites	Homework I	
Oct 3	Cloud Computing Theory		Simulation – Round 1
Oct 8	Cloud Computing with AWS		
Oct 10	Cloud Computing with AWS		Simulation – Round 2
Oct 15	WordPress Introduction	Case – Tech Talk	
Oct 17	WordPress Themes		Simulation – Round 3
Oct 22	WordPress Plugins		
Oct 24	WordPress and Social Media		Simulation – Round 4
Oct 29	WordPress and Web Analytics	Case – Angie's List	
Oct 31	WordPress and eCommerce		Simulation – Round 5
Nov 5	WordPress and eCommerce		
Nov 7	Project Work Day		Simulation – Round 6
Nov 12	Project Work Day	Case – BigBasket	
Nov 14	Programming and Php	Homework II	Simulation – Round 7
Nov 19	Programming and Php		
Nov 21	Presentations		
Nov 26	No Classes – Thanksgiving		
Nov 28	No Classes – Thanksgiving		
Dec 3	Project Work Day		
Dec 5	Project Work Day		