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
Professor, Computer Science Dept.
rschumaker@uttyler.edu

Office Hours
DM through Slack (preferred), Zoom, email
If your inquiry is grade-related, please make a Zoom or physical appointment.
No appointment needed for Tuesdays and Thursdays 9:30am – 11:00am in COB 315.05

Textbook Information
Coursepack: https://hbsp.harvard.edu/import/825798

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
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 10
- 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 will be scored by the quantity of quality discussion a student contributes regarding relevant technology-related articles. The maximum points that can be earned is ten.

8. Missed Classes, Tests/Quizzes and Assignments – Students who miss class are responsible for getting missed materials and lecture information on their own time from their peers. Any
tests/quizzes and/or assignments due during the student's documented absence will be due by 5pm of the day of their return with no penalty.

9. 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.

10. 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.

11. Meow. If you send the Instructor a DM through Slack of a lolcat before Sept 3 at 5pm, you will receive a bonus point. Keep this to yourself and do not share it with classmates.

12. The Harvard CS50 Regret Clause – If you commit some act that is not reasonable but bring it to the attention of the course’s heads within 72 hours, the course may impose local sanctions that may include an unsatisfactory or failing grade for work submitted, but the course will not refer the matter for further disciplinary action except in cases of repeated acts. Below are rules of thumb that (inexhaustively) characterize acts that the course considers reasonable and not reasonable. If in doubt as to whether some act is reasonable, do not commit it until you solicit and receive approval in writing from the course’s heads. Acts considered not reasonable by the course are handled harshly. If the course refers some matter for disciplinary action and the outcome is punitive, the course reserves the right to impose local sanctions on top of that outcome that may include an unsatisfactory or failing grade for work submitted or for the course itself. The course ordinarily recommends exclusion (i.e., required withdrawal) from the course itself.
Reasonable

- Communicating with classmates about problem sets’ problems in English (or some other spoken language), and properly citing those discussions.
- Discussing the course’s material with others in order to understand it better.
- Helping a classmate identify a bug in their code at office hours, elsewhere, or even online, as by viewing, compiling, or running their code after you have submitted that portion of the pset yourself. Add a citation to your own code of the help you provided and resubmit.
- Incorporating a few lines of code that you find online or elsewhere into your own code, provided that those lines are not themselves solutions to assigned problems and that you cite the lines’ origins.
- Reviewing past semesters’ tests and quizzes and solutions thereto.
- Sending or showing code that you’ve written to someone, possibly a classmate, so that they might help you identify and fix a bug.
- Submitting the same or similar work to this course that you have submitted previously to this course.
- Turning to the course’s heads for help or receiving help from the course’s heads during the quizzes or test.
- Turning to the web or elsewhere for instruction beyond the course’s own, for references, and for solutions to technical difficulties, but not for outright solutions to problem set’s problems or your own final project.
- Whiteboarding solutions to problem sets with others using diagrams or pseudocode but not actual code.
- Working with (and even paying) a tutor to help you with the course, provided the tutor does not do your work for you.

Not Reasonable

- Accessing a solution to some problem prior to (re-)submitting your own.
- Accessing or attempting to access, without permission, an account not your own.
- Asking a classmate to see their solution to a problem set’s problem before (re-)submitting your own.
- Discovering but failing to disclose to the course’s heads bugs in the course’s software that affect scores.
- Decompiling, deobfuscating, or disassembling the staff’s solutions to problem sets.
- Failing to cite (as with comments) the origins of code or techniques that you discover outside of the course’s own lessons and integrate into your own work, even while respecting this policy’s other constraints.
- Giving or showing to a classmate a solution to a problem set’s problem when it is they, and not you, who is struggling to solve it.
- Looking at another individual’s work during the quizzes or test.
- Manipulating or attempting to manipulate scores artificially, as by exploiting bugs or formulas in the course’s software.
- Paying or offering to pay an individual for work that you may submit as (part of) your own.
- Providing or making available solutions to problem sets to individuals who might take this course in the future.
- Searching for or soliciting outright solutions to problem sets online or elsewhere.
- Splitting a problem set’s workload with another individual and combining your work.
- Submitting (after possibly modifying) the work of another individual beyond the few lines allowed herein.
- Submitting the same or similar work to this course that you have submitted or will submit to another.
- Submitting work to this course that you intend to use outside of the course (e.g., for a job) without prior approval from the course’s heads.
• Turning to humans (besides the course’s heads) for help or receiving help from humans (besides the course’s heads) during the quizzes or test.
• Viewing another’s solution to a problem set’s problem and basing your own solution on it.

**Tentative Course Schedule and Assignments:**
Scheduled dates may vary depending on the pace of the class.

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<thead>
<tr>
<th>Date</th>
<th>Concept</th>
<th>Assignment Due</th>
<th>Simulation</th>
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<tbody>
<tr>
<td>Aug 24</td>
<td>Introduction to eCommerce</td>
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<tr>
<td>Aug 26</td>
<td>What is eCommerce</td>
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<td>Aug 31</td>
<td>Networking and the Internet</td>
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<td>Sep 2</td>
<td>Project Work Day</td>
<td>Case – Alibaba</td>
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<td>Sep 7</td>
<td>Stacks and Protocols</td>
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<td>Sep 9</td>
<td>From Idea to Online</td>
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<td>Sep 14</td>
<td>HTML Basics</td>
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<td>Sep 16</td>
<td>HTML Layouts</td>
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<td>Sep 21</td>
<td>Project Work Day</td>
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<td>Sep 23</td>
<td>Project Work Day</td>
<td>Case – CDK Digital</td>
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<td>Sep 28</td>
<td>Multiple Websites</td>
<td>Homework I</td>
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<td>Sep 30</td>
<td>Cloud Computing Theory</td>
<td>Simulation – Round 1</td>
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<td>Oct 5</td>
<td>Cloud Computing with AWS</td>
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<td>Oct 12</td>
<td>WordPress Introduction</td>
<td>Case – Tech Talk</td>
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<td>Oct 14</td>
<td>WordPress Themes</td>
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<td>WordPress Plugins</td>
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<td>WordPress and Social Media</td>
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<td>WordPress and Web Analytics</td>
<td>Case – Angie’s List</td>
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<td>Case – BigBasket</td>
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<td>Nov 11</td>
<td>Programming and Php</td>
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<td>Simulation – Round 7</td>
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<td>Nov 18</td>
<td>Presentations</td>
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<td>Dec 2</td>
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