APPLIED COMPUTER SCIENCE

Course Number: **ACS-3907-050**
Course Name: **e-Commerce**
Course Website: **http://courses.acs.uwinnipeg.ca/3907-050/ + Nexus**

Instructor Information

Instructor: Kerry Augustine **E-mail:** k.augustine@uwinnipeg.ca
Office Hours: Monday, 4:45PM – 5:45 PM – by appointment **via Zoom**
Class Time: Monday, 6:00PM - 9:00 PM **via Zoom and Nexus**

Important Dates

1. First Class: January 11, 2021
2. First Assignment: February 1, 2021
3. Reading Week (no classes): February 14-20, 2021
4. Project Proposal: February 16, 2021
5. Midterm Exam: February 22, 2021
6. Second Assignment: March 15, 2021
7. Final Withdrawal Date w/o academic penalty*: March 16, 2021
8. Last Class/ Final Project Proposal April 5, 2021
9. Final Exam (Comprehensive): *TBD*
10. University closures: Louis Riel Day February 15, 2021
       Good Friday April 2, 2021

*A minimum of 20% of the work on which the final grade is based will be evaluated and available to the student before the voluntary withdrawal date.
[See https://www.uwinnipeg.ca/academics/calendar/docs/dates.pdf for all dates]

Course Objectives / Learning Outcomes

- Understand the innovations in business concepts and models made possible / necessary by e-commerce
- Understand the technological foundations that make e-commerce possible.
- Understand the operational foundations of business to consumer and business to business e-commerce.
- Appreciate examples of successful e-commerce ventures and business models.
- Develop and present a detailed preliminary plan and model for a proposed B2C e-business that could operate on the Internet out of Winnipeg.
- Develop a preliminary prototype (storyboard style) of a website based on the proposed e-business plan.

Remote Learning

All course material including lecture notes, slides, videos, and assignments details will be available on Nexus. Class times are reserved for further discussion and Q&A. Therefore, students are encouraged to read posted lectures notes/slides ahead of the class so as to be able to participate in meaningful discussion during class meetings.

Students must be available via Zoom during the lecture times.
- Students must display their real/full name
- Use of Video is optional but students might be required to turn on video when necessary.
- Participants must be muted when not speaking
- Students may interact via chat, voice or gestures

Students can find answers to frequently asked questions related to remote learning here: https://www.uwinnipeg.ca/covid-19/remote-learning-faq.html.

A permitted or necessary change in mode of delivery may require adjustments to important aspects of course outlines, like class schedule and the number, nature, and weighting of assignments and/or exams.

Evaluation Criteria

1. Assignments (10%)
- Assignment 1 due *February 1 2021 (5%)*
- Assignment 2 due *March 15, 2021 (5%)*

Assignments Submission:
All assignments are due 11:59pm on the due date and are to be submitted electronically via Nexus. As a rule, students **WILL NOT** be able to submit their assignments **LATE** on Nexus, unless they have received an approval to do so before the due date. Student are required to submit documented extenuating circumstances, such as a medical situation, that prevented the timely completion of their work. Students can upload their assignments as either a **PDF** file or in **Microsoft Word** format. Further details and submission procedures will be posted on Nexus.

2. Online Participation/Group Discussion (10%):
- Students will be expected to read the Lesson notes ahead of the class.
- During class, students will be randomly distributed into virtual groups.
- The instructor will provide a relevant topic or guiding questions for students to discuss relating to the lesson of the day.
- Students will discuss the topic/question in their groups for about **12 minutes**
- Students will be given about **5 - 7 minutes** to write down their reflections/thoughts based on the discussion in the group discussion forum on Nexus. Students can also comment on other students' submissions.
- Each group may be required to appoint a representative to summarize each group findings (**Total Time: 15 minutes**). This will vary by discussion.
- The instructor will summarize the topic, clarify misconceptions and answer any resulting question.

- There will be an average of one group discussion question per class.
- Students will receive maximum of **1% mark** each discussion based on their participation in the online activities.

3. Team Project (20%)
- Detailed initial plans and website prototype for a proposed B2C e-business.
  o Proposal due *February 16, 2021 (5%)*
  o Final Report due *April 5, 2021 (15%)*

4. Midterm Exam (20%) – *February 22, 2021*
- During the regular class time
- Missed exam will receive a mark of zero, unless a medical certificate is provided, no accommodation is made for missed exams.

5. Final Exam (40%) - *TBD*
- Students should contact the instructor as soon as possible if extenuating circumstances require missing an assignment, test or examination. A medical certificate from a practicing physician may be required before any accommodation is considered.
- Students are responsible for backing up and protecting their assignments.
- Keep a backup copy of all class work in case there is an error in recording of marks by the instructor.

Test / Exam Requirements

- Photo ID is required for the final exam.
- Midterm and final exams will be delivered via Nexus. Students must have video capability and be prepared to present their student ID.
- Midterm and final exams are **Closed** book.
- Students may contact the instructor to ask questions.
- Communication with others (except the instructor) is NOT PERMITTED.
- All work must be entirely the students' own. Collaboration or sharing of work is NOT PERMITTED.
- Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 204-786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. For further information, please visit https://www.uwinnipeg.ca/accessibility-services.
- Students may choose not to attend classes or write examinations on holy days of their religion, but they must notify their instructors at least two weeks in advance. Instructors will then provide opportunity for students to make up work examinations without penalty. A list of religious holidays can be found in the 2019-20 Undergraduate Academic Calendar online at http://uwinnipeg.ca/academics/calendar/docs/important-notes.pdf

Final Letter Grade Assignment

Historically, numerical percentages have been converted to letter grades using the following scale. However, instructors can deviate from these values based on pedagogical nuances of a particular class, and final grades are subject to approval by the Department Review Committee.

A+	90 – 100%	B+	75 – 79%	C	60 – 64%
A	85 – 89 %	B	70 – 74%	D	50 – 59%
A-	80 – 84%	C+	65 – 69%	F	below 50%

Required Text Book / Reading List

- E-commerce: business, technology, society (15th edition), 2019, by Laudon and Traver, ISBN-10 0-13-499845-9
ISBN-13 978-0-13-4998456

- Additional Readings and Class Notes will be made available through the course website and on Nexus.

Prerequisite Information

(This information can be found in the UW Undergraduate Academic Calendar)

- Prerequisite: A grade of at least C in ACS-1803 or permission of Chair.
- Co requisite: ACS-1809(3) or permission of Chair

Regulations, Policies, and Academic Integrity

Academic dishonesty is a very serious offense and will be dealt in accordance with the University's policies.

Avoiding Academic Misconduct: Students are encouraged to familiarize themselves with the Academic Regulations and Policies found in the University Academic Calendar at:
https://uwinnipeg.ca/academics/calendar/docs/regulationsandpolicies.pdf

Particular attention should be given to subsections 8 (Student Discipline), 9 (Senate Appeals) and 10 (Grade Appeals). Please note, in particular, the subsection of Student Discipline pertaining to plagiarism and other forms of cheating.

Detailed information can be found at the following:

- Academic Misconduct Policy and Procedures: https://www.uwinnipeg.ca/institutional-analysis/docs/policies/academic-misconduct-policy.pdf and https://www.uwinnipeg.ca/institutional-analysis/docs/policies/academic-misconduct-procedures.pdf
- UW Library video tutorial "Avoiding Plagiarism"
https://www.youtube.com/watch?v=UvFdxRU9a8g

Uploading essays and other assignments to essay vendor or trader sites (filesharing sites that are known providers of essays for use by others who submit them to instructors as their own work) involves "aiding and abetting" plagiarism. Students who do this can be charged with Academic Misconduct.

Non-academic misconduct. Students are expected to conduct themselves in a respectful manner on campus and in the learning environment irrespective of platform being used. Behaviour, communication, or acts that are inconsistent with a number of UW policies could be considered "non-academic" misconduct. More detailed information can be found here:

- Respectful Working and Learning Environment Policy
  https://www.uwinnipeg.ca/respect/respect-policy.html,
- Acceptable Use of Information Technology Policy
  https://www.uwinnipeg.ca/institutional-analysis/docs/policies/acceptable-use-of-information-technology-policy.pdf
- Non-Academic Misconduct Policy and Procedures: https://www.uwinnipeg.ca/institutional-analysis/docs/student-non-academic-misconduct-policy.pdf and
  https://www.uwinnipeg.ca/institutional-analysis/docs/student-non-academic-misconduct-procedures.pdf.

Copyright and Intellectual Property. Course materials are the property of the instructor who developed them. Examples of such materials are course outlines, assignment descriptions, lecture notes, test questions, and presentation slides—irrespective of format. Students who upload these materials to filesharing sites, or in any other way share these materials with others outside the class without prior permission of the instructor/presenter, are in violation of copyright law and University policy. Students must also seek prior permission of the instructor/presenter before, for example, photographing, recording, or taking screenshots of slides, presentations, lectures, and notes on the board. Students found to be in violation of an instructor's intellectual property rights could face serious consequences pursuant to the Academic Misconduct or Non-Academic Misconduct Policy; such consequences could possibly involve legal sanction under the Copyright Policy
https://copyright.uwinnipeg.ca/docs/copyright_policy_2017.pdf

Privacy

Students have rights in relation of the collecting of personal data the University of Winnipeg:
https://www.uwinnipeg.ca/privacy/admissions-privacy-notice.html.

More information:
- Zoom and Privacy: https://www.uwinnipeg.ca/privacy/zoom-privacy-notice.html
- Testing/Proctoring: https://www.uwinnipeg.ca/privacy/zoom-test-and-exam-proctoring.html.

Class Cancellation, Correspondence with Students and Withdrawing from Course

When it is necessary to cancel a class due to exceptional circumstances, the course instructor will make every effort to inform students via uwinnipeg email and Nexus.

Students are reminded that they have a responsibility to regularly check their uwinnipeg e-mail addresses to ensure timely receipt of correspondence from the University and/or the course instructor*.*

Please let course instructor know if you plan on withdrawing from the course.

Note that withdrawing before the VW date does not necessarily result in a fee refund.

Topics to be covered (tentative list)

1. <u>Overview</u> of electronic commerce: definitions, history, types of e-commerce

2. <u>Business Foundations of e-commerce</u>
   - Innovations in business / economic models (B2C and B2B)
   - e-marketplaces: structures, mechanisms, economics and impact, competitive environments,
   - e-retailing, consumer behavior, market research and advertising
   - e-markets; influence of the Internet on industry structure; e-commerce strategy, marketing

3. <u>Technological Foundations of e-commerce</u>
   - Client/ server technology, Internet technology, highlights of web browser to web server
   - Client side technologies: HTML,XML, MS FrontPage, JavaScript, VBScript, Java applets.
   - Server side technologies: CGI, PERL, PHP, Visual Basic, Java, ASP and the .NET framework.
   - Integrating website with back-end application systems, application servers, database servers;
   - E-commerce software;
   - Internet service providers, hosting services.

4. <u>Operational Foundations of e-commerce</u>
   - Starting a small B2C e-business: feasibility analysis, technology plan, business plan;
   - Implementing the plans: web-presence, marketing, design, day-to day-operations: order entry, order filling, invoicing, e-payment systems, e-commerce security, legal, ethical and tax issues
   - Business-to-business e-commerce: supply chain management; electronic auctions.

5. <u>eBusiness examples</u>: Amazon, eBay, local e-businesses.

6. <u>Government support</u>: initiatives for e-commerce in Manitoba and Canada.

Note that all topics listed may not be covered and may be offered in a slightly different time order.