

# CST K253 Course Syllabus

Spring 2015

**Course:** CST K253 – Web E-Commerce

**Program:** Computer Science Technology

**Instructor:** Allan Anderson

**Private Contact Methods:** Blackboard Messages (preferred) *or* Email [aanderson@trcc.comnet.edu](mailto:aanderson@trcc.comnet.edu) (emergency only) for private (one-to-one) communications

**Public Blackboard Discussions:** all students and instructor communications on class topics - this is the primary class communication method

**Campus Office Hours:** Tuesday (12:30 pm – 3:30 pm), other days/hours by appointment

**Campus Office:** Room C/106

**Campus Phone:** (860) 215-9403 (with voice mail)

**Instructor Response Time Objectives:** Electronic Messages - 48 hours (weekdays), 72 hours (weekends)  
Discussion posts - 24 hours (weekdays), 48 hours (weekends)  
Assignment grading – 1 week or less from due date (no assignments are graded before the due date)  
Phone messages – 72 hours (weekdays), 96 hours (weekends)

**Delivery Format:** online via Blackboard Learn

**Dates:** Jan. 22 – May 18

**Textbook:** Gary Schneider, *Electronic Commerce, Eleventh Edition*. Course Technology, Cengage Learning Incorporated, 2014, ISBN- 978-1285425436

## **Course Objectives:**

- To provide the student with guidelines for electronic communication techniques in a business/academic environment and the opportunity to use these techniques for class activities throughout the semester. Specifically this will include Blackboard class announcements, discussions, messages, assignment submissions, and other techniques as appropriate. In addition, this will include the opportunity to use your TRCC online learning portfolio in Digication for certain class activities. Using appropriate sources and formulating effective writing strategies will be embedded in all writing activities.
- This course covers emerging online technologies and trends and their influence on the electronic commerce marketplace. Students will learn various revenue models and how to market on the Web. The course covers online auctions and various legal and ethical issues. Students will learn about important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud. Finally, students learn how to plan for electronic commerce.

Specific topic coverage includes:

- Introduction to Electronic Commerce
- Technology Infrastructure: The Internet and the World Wide Web
- Selling on the Web: Revenue Models and Building a Web Presence
- Marketing on the Web
- Business-to-Business Activities
- Payment Systems for E-Commerce
- Online Auctions, Virtual Communities, and Web Portals
- The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
- Web Server Hardware and Software
- E-Commerce Software
- E-Commerce Security

**Homework Assignments:** Weekly assignments from the end of chapter problems or from additional instructor handouts will be given. The hand-in format will be via Blackboard Learn unless otherwise noted. Class assignments should be submitted on or before the due date and time. A late assignment will lose 10% of the score for that assignment if submitted late. No assignments will be accepted after the cutoff date. Assignments will be graded on professionalism, accuracy, style and completeness. The details for each assignment, including work to be done and the due date and cutoff date, will be posted in that assignment's drop box. Students are encouraged to interact with the instructor or other students on these assignments via Blackboard Learn discussion boards but must personally perform the necessary actions to complete the assignments.

**Grading and Evaluation Criteria:**

30% of the grade is based on chapter examinations

30% of the grade is based on homework assignment

30% of the grade is based on final project

10% of the grade is based on discussion (online) participation and an instructor designated assignment for submission as a General Education artifact using Digication

Final course grades will be assigned as objectively as possible, according to the following scale (a class curve may be used at the discretion of the instructor):

90 - 100%	A- to A
80 - 89%	B- to B+
70 - 79%	C- to C+
60 - 69%	D- to D+
59% and Below	F

**Withdrawing from the course:** A student who simply stops submitting work will receive the grade earned on that work, usually a failing grade. To receive a "W" grade instead, apply for a withdrawal through the registrar's office by May 11<sup>th</sup>. A "W" will be entered on the student transcript. An "N" (implicit withdrawal) may be entered for a student that stops submitting work before 60% of the class is completed.

**Academic Integrity:** Students are expected to do their own work in this class. Working together to better understand the material is acceptable. Submitting duplicate work is not and will adversely affect the assignment grade. Actively participating in the discussion boards both to ask and to answer questions is expected of all students. Posting of detailed instructions for "how to" responses to questions is encouraged but posting of a complete solution is not. Example violations include but are not limited to:

- Copying or sharing a file or any portion of a file from another student.
- Sharing or allowing another student to copy your files or any portion of a file.
- Duplicating or distributing licenses for software programs and/or services.
- Unauthorized access or use of university computers, computer systems or computer network.

**Students with Disabilities:** If you are a student with a disability and believe you will need support services and/or accommodations for this class, please contact the Disabilities Support Services at TRCC. Please note that the instructor cannot provide accommodations based upon disability until the instructor has received an accommodation letter from the Disabilities Counselor.

<b>Week</b>	<b>Topics</b>	<b>Approximate Assignment Due Dates (check online for actual)</b>	<b>Assignments</b>
1	Introduction to Electronic Commerce	1/30	Chapter 1
2	Technology Infrastructure: The Internet and the World Wide Web	2/6	Chapter 2
3	Selling on the Web	2/13	Chapter 3
4	Marketing on the Web	2/20	Chapter 4
5	Business-to-Business Activities: Improving Efficiency and Reducing Costs	2/27	Chapter 5
6	Social Networking, Mobile Commerce, and Online Auctions	3/6	Chapter 6
7	The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues	3/13	Chapter 7
8	Web Server Hardware and Software	3/27	Chapter 8
9	Electronic Commerce Software	4/2	Chapter 9
10	Electronic Commerce Security	4/10	Chapter 10
11	Payment Systems for Electronic Commerce	4/17	Chapter 11
12	Managing Electronic Commerce Implementations	4/24	Chapter 12
13-14	Final Project Development	5/8	To be determined
15	Final Project Demonstrations	5/15	

Note: This course outline is subject to change as conditions warrant.