# CST K253 Course Syllabus

# Spring 2012

**Course**: CST K253 – Web E-Commerce

**Program**: Computer Science – Technology

**Hours**: Lecture W 6:30 pm–9:15 pm (Room E/119)

**Instructor**: Allan Anderson
Office: Room C106
Office Hours: Campus Office Hours: Monday (4:00 pm - 5:15 pm)
                              Wednesday (1:00 pm - 2:00 pm, 5:15 pm - 6:00 pm)
Messages:       Blackboard Learn Messages preferred (email emergencies only)
                    Phone: (860) 885-2392 (Voice Mail)
                    E-mail: aanderson@trcc.commnet.edu

**Delivery Format**: on-ground and web-enhanced via Blackboard Learn

**Dates**: Jan. 25 – May. 12, No class Feb. 15, Mar. 21

**Textbook:**     Gary Schneider, *Electronic Commerce, Ninth Edition*. Course Technology,
                    Cengage Learning Incorporated, 2011, ISBN-13 978-0-5384-6924-1.

**Course Objectives**: 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
- Online Auctions, Virtual Communities, and Web Portals
- The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
- Web Server Hardware and Software
- Electronic Commerce Software
- Electronic Commerce Security
- Payment Systems for Electronic Commerce
- Planning for Electronic Commerce

**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.

**Supplies and Materials**: Removable media will be required.  An external USB portable hard drive with a minimum of 40GB is required.  Specific usage will be covered in class so do not purchase before discussing this with the instructor.

**Grading and Evaluation Criteria:**

20 % of the grade is based on a midterm examination
20 % of the grade is based on a final examination
20 % of the grade is based on chapter examinations
20 % of the grade is based on assigned labs
20 % of the grade is based on final project
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 |

**College Withdrawal Policy:**
 Students may withdraw, through the Registrar's Office, for any reason. For the Spring 2012 semester, this last date to do this is May 7. The withdrawal process <u>must be initiated by the student</u>. Failure to do so will result in a semester grade based on the work completed before the student stopped attending the class.

**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:
o   Copying or sharing a file or any portion of a file from another student.
o   Sharing or allowing another student to copy your files or any portion of a file.
o   Duplicating or distributing copies licenses for software programs and/or services.
o   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.

| Week | Topics | Text Assignments |
|---|---|---|
| 1 1/25 | Introduction to Electronic Commerce | Chapter 1 |
| 2 2/1 | Technology Infrastructure: The Internet and the World Wide Web | Chapter 2 |
| 3 2/8 | Selling on the Web: Revenue Models and Building a Web Presence | Chapter 3 |
| 4 2/15 | Marketing on the Web – No Class/Blackboard Only | Chapter 4 |
| 5 2/22 | Business-to-Business Activities | Chapter 5 |
| 6 2/29 | Online Auctions, Virtual Communities, and Web Portals | Chapter 6 |
| 7 3/7 | | Midterm |
| 8 3/14 | The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues | Chapter 7 |
| 9 3/28 | Web Server Hardware and Software | Chapter 8 |
| 10 4/4 | Electronic Commerce Software | Chapter 9 |
| 11 4/11 | Electronic Commerce Security | Chapter 10 |
| 12 4/18 | Payment Systems for Electronic Commerce | Chapter 11 |
| 13 4/25 | Planning for Electronic Commerce | Chapter 12 |
| 14 5/2 | To be determined | Final Project |
| 15 5/9 | | Final Exam |

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