

**WAYLAND BAPTIST UNIVERSITY**

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**

1. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.

2. Course: **MISM 3318** – VC01, Electronic Commerce

3. Term: **Summer 2017**

4. Instructor:  JOHN E. JEMISON

5. Office Phone & E-mail/Text: 214-810-4744 [john.jemison@wayland.wbu.edu](mailto:john.jemison@wayland.wbu.edu)

6. Office Hours, Bldg, & Location:  2pm -5pm M-Th online/telephone

7. Class Meeting Time & Location:  Asynchronous - Online in Blackboard

8. Catalog Description: Electronic commerce technologies; Internet technology for business advantage; funds transfer; reinventing the future of business through electronic commerce; business opportunities; social, political and ethical issues associated with electronic commerce, business plans for technology adventures.

9. Prerequisites: COSC 2311

10. Required Textbook & Resources:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| |  | | --- | | E-Commerce: Business, Technology, Society. | | |  | | --- | | Laudon | | |  | | --- | | 12th | | |  | | --- | | 2017 | | |  | | --- | | Pearson | | |  | | --- | | 9780-13393-8951 | | |  | | --- | | 3/16/16 | |

12. Optional Materials:

* Other CompTIA i-Net+, Network+, Security+, or CTP+ Certification Resources.
* Working computer and networking equipment to conduct self-paced lab simulations.

13. Course Outcome Competencies:

 Upon completion of this course the student should be able to:

* Demonstrate an awareness of emerging trends in growth of e-commerce and e-business
* Demonstrate an awareness of how businesses are leveraging social media for competitive advantage
* Demonstrate an understanding of trends in security and privacy protection for online transactions, electronic document storage, and business communications
* Demonstrate and understanding of how e-commerce and e-business affect traditional business models
* Develop a business plan that responsibly balances the integration of e-commerce and e-business (for either an online or traditional brick-and-mortar business)
* Demonstrate an understanding of how electronic funds transfer and payment gateways are integrated into business operations
* Create and manage an online shopping cart

14. Attendance Requirements:   
  
This is an on-line course. Attendance is accounted for through required participation in weekly threaded discussions and assignments and exams being completed on or before the due date. Not turning in work for a given week constitutes an absence for that week unless the instructor grants an excuse. Late work will suffer late penalties. No early submissions without prior approval from instructor.

15. Disability Statement:

"It is university policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university."   
  
16. Course Requirements And Grading Criteria:

Weekly Threaded Discussions:

Each week there will be one or more threaded discussions addressing issues of the course content. You must:

· Post your initial response to each question by Wednesday, midnight (MT).

· Respond with two additional posts to others by Sunday, midnight (MT).

Submission of Assignments:  *This is the most important item in this syllabus.*   
        
      The following guidelines will be used when submitting assignments:

1. Assignments will *only* be submitted in the *"Assignment Box"* for that week. This means that when there are multiple chapters assigned in a given week, all chapter assignments for that week must be cut and pasted into the Assignment Box for that week. This DOES NOT include the Research Paper assignments and Final Research Paper. These have their own assignment boxes. (See Research Paper Instructions) Presentable formatting and grammar is expected in your work. Your grade depends upon it.

2. We will be using the Blackboard "Course Messages" function that is on the Blue Menu in Tools-Communication for all instructor communication. This is a REQUIRED item. You can access this from any computer and it makes it easier for us to track what has been exchanged between us. Call or text me if urgent please.

3. Signing Into Course:

All students are required to submit the Week 1 Assignment to the instructor by Sunday of the first week of class with the following information using the Submissions of Assignments instructions above:

1. Your full name, telephone number and an alternate e-mail address.

2. A statement acknowledging that you have read and understand this syllabus.

3. A brief paper on why you are taking this course and what you expect to get from the course. Include how this course may relate to your current employment. Follow the submission instructions above.

Remember! All on-line course students are required to have access to the Internet. Technical issues may not be accepted as reason for late submissions. All information exchanges between instructor and student and assignments will be through Course Messages.

Examinations:

There will be weekly quizzes and a Final exam. All quizzes and the exam will be open book. The quizzes will cover the chapters as shown in the schedule and the exam will cover Chapters 1 through 12. All quizzes and the exam will be administered on the Blackboard course website. They will consist of True/False and/or Multiple Choice questions and timed by Blackboard. No proctored exams.

Important Grade Information:  

|  |  |
| --- | --- |
| Weekly Discussions | 80pts (10 @ 8pts each) |
| Research Paper | 80pts |
|  | - Topic 5pts |
|  | - Outline 5pts |
|  | - Final Paper = 70 points (see Blackboard for details) |
| Text Quizzes | 240 points (12 @ 20pts per quiz) |
| Final Exam | 100 points |
| **Total points** | **500** |

   GRADE CONVERSION

A = 90 - 100 = 450 - 500 pts  
B = 80 - 89 = 400 - 449 pts  
C = 70 - 79 = 350 - 399 pts  
D = 60 - 69 = 300 - 349 pts

F ≤ 59 = ≤ 299 pts

I = an incomplete may be given to students who are passing, but have not completed some of the course requirements for reasons *beyond the control of the student*.

17. Tentative Schedule: (Calendar, Topics, Assignments, for detailed schedule see course Blackboard site)

WEEK 1 - Syllabus, Intro, Bio

Chapter 1, Discussion & Assignment

WEEK 2 - Chapter 2, Discussion, Assignment & Research Paper Topic Due

WEEK 3 - Chapter 3, Discussion & Assignment

WEEK 4 - Chapters 4 & 5, Discussion & Assignment

WEEK 5 - Chapter 6, Discussion, Assignment & Outline Due

WEEK 6 - Chapter 7, Discussion & Assignment

WEEK 7 - Chapters 8 & 9, Discussion & Assignment

WEEK 8 - Chapter 10, Discussion & Assignment

WEEK 9 - Chapter 11, Discussion, Assignment & Research Paper Due

WEEK 10 - Chapter 12, Discussion & Assignment

WEEK 11 - **FINAL EXAM** Chaps 1-12

18. Additional Information:

Letter Grade Criteria Defined:

A - At this grade level, the adult learner demonstrates insightful mastery of the course subject material and has achieved exceptional quality in precise understanding, and use of interdisciplinary courses and course key terms and theories in both written and oral communications format.

B - At this grade level, the adult learner exhibits professional competency and proper use of interdisciplinary courses and course subject material and demonstrates the skills to effectively use the key terms and theories of the course in both written and oral communications format.

C - At this grade level, the adult learner achieves a general understanding of the course subject material and demonstrates an adequate competency in the correct use of key terms and theories in both written and oral communications format.

D - At this grade level, the adult learner achieves a vague and minimally adequate understanding of the course subject material and demonstrates a marginal competency in the correct use of key terms and theories in both written and oral communications format.

F - At this grade level, the adult learner is unable to present a general understanding of the course subject material and demonstrates an inadequate competency in the correct use of key terms and theories in both written and oral communications format.

I - An incomplete may be given to students who are passing, but have not completed some of the course requirements for reasons *beyond the control of the student*.

STATEMENTS: 

"This class will adhere to zero tolerance for using someone else's work as your own."

"Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study." 

Statement to Students to retain course research projects: WBU degree seeking students are strongly encouraged to retain copies of all research projects. To graduate from WBU, students must complete the senior Exit Seminar course GRAD 4101. The Exit Seminar is designed to capstone an adult learner's discipline knowledge through the completion of a program portfolio of the completion of an approved research project. The research project retained from previous courses, particularly courses within the discipline, will aid the adult learner in completing the GRAD 4101 course. For more information on the Exit Seminar, GRAD 4101, speak with a WBU academic advisor or visit the web site at <http://www.wbu.edu/ak/exit/exit_seminar.htm>.  Bottom of Form