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Campus Name

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

MISM 3318-VC01, Electronic Commerce

# **4. TERM**:

Summer 2019

# **5. INSTRUCTOR**:

Mr. John E. Jemison

# **6. CONTACT INFORMATION**:

Office phone: 214-810-4744 (text or voice mail accepted)

WBU Email: [john.jemison@wayland.wbu.edu](mailto:john.jemison@wayland.wbu.edu)

Cell phone: See above.

# **7. OFFICE HOURS, BUILDING & LOCATION**:

2pm -7pm M-Th online/telephone

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: 2pm -7pm M-Th online/telephone

# **9. 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.

# 10. PREREQUISITE:

COSC 2311

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| BOOK | AUTHOR | ED | YEAR | PUBLISHER | ISBN# | UPDATED |
| --- | --- | --- | --- | --- | --- | --- |
| E-Commerce 2019: Business, Technology, Society | Laudon | 15th | 2020 | Pearson | 978-0-13-499845-9 | 05/1/19 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Discuss emerging trends in the growth of e-commerce and e-business and the impact on traditional business models
* 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
* 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:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

This is an online 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 the instructor.

Weekly Threaded Discussions:

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

* Compose a 150-250-word response to the discussion topic/questions.
* Cite the sources used to compose your initial response.
* Post your initial response to each question by Wednesday, midnight (MT).
* Respond with two additional posts (100-200 words) 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 understood 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 online course students are required to have access to the Internet. Technical issues may not be accepted as a reason for late submissions. (email me for 10 extra credit points) 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:

| Assessment | Point Value | & |
| --- | --- | --- |
| Weekly Discussions | 300pts (10 @ 30pts each) | 30% |
| Research Paper | 140pts | 14% |
|  | - Topic 5pts |  |
|  | - Outline 10pts |  |
|  | - Final Paper = 125 points (see Blackboard for details) |  |
| Text Quizzes | 360 points (12 @ 30pts per quiz) | 36% |
| Final Exam | 200 points | 20% |
| **Total points** | **1000** | **100%** |

   GRADE CONVERSION

A = 90 - 100 = 900 - 1000 pts  
B = 80 - 89   = 800 - 899 pts  
C = 70 - 79   = 700 - 799 pts  
D = 60 - 69   = 600 - 699 pts

F ≤ 59 = ≤ 599 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*.

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

WEEK 1 - Syllabus, Intro, Bio Chapter 1, Discussion & Assignment

WEEK 2 - Chapter 2, Discussion, Assignment & Paper Deliverable #1

WEEK 3 - Chapter 3, Discussion & Assignment

WEEK 4 - Chapters 4 & 5, Discussion & Assignment

WEEK 5 - Chapter 6, Discussion, Assignment & Paper Deliverable #2

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

WEEK 10 - Chapter 12, Discussion & Assignment & Paper Deliverable #3

WEEK 11 - **FINAL EXAM** Chaps 1-12 Due Day 4 (Thursday)

# 19. 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*.