



THE UNIVERSITY OF WINNIPEG

APPLIED COMPUTER SCIENCE Winter 2018

Course Number: **ACS-3907-050**

Course Name: **eCommerce**

Course Website: <http://www.acs.uwinnipeg.ca/3907/>

Instructor Information

Instructor: Kerry Augustine

E-mail: k.augustine@uwinnipeg.ca

Phone: 204.296.4201

Class Time: Tuesday 6:00-9:00PM

Office: 3C07

Office Hours: Tuesday 4:30-5:30 and by appointment

Class Location: 3D03

Important Dates

1. **Lecture Begins:** January 9, 2018
2. **First Assignment:** January 30, 2018
3. **First Mid-Term Test:** February 6, 2018
4. **Reading Week:** February 18th -24th, 2018 (no classes)
5. **Second Assignment:** March 6, 2018
6. **Second Mid-Term Test:** March 13, 2018
7. **Team Project Presentation:** March 20/ 22*, 2018
8. **Team Project Report:** April 3, 2018
9. **Final Exam:** April 10, 2018 – 6:00 p.m. (TENTATIVE)
<http://www.uwinnipeg.ca/exam-schedules/index.html>
10. **Voluntary Withdrawal Date w/o academic penalty:** Wednesday, March 14th, 2018
(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.)

**A second lab class will be scheduled to accommodate group presentations. Room: TBD*

All assignments are handed in at class on the due date.

All works must be prepared using a word processor and placed in a folder.

Late assignments are accepted (up to 1 day late) and receive a 25% penalty. Exceptions will be reviewed along with documented extenuating circumstances, such as a medical situation, prevented the timely completion of the work.

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.
- Appreciate existing Federal / Provincial support for e-businesses in Manitoba.
- 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.

Evaluation Criteria

1. Assignments (15%)

Assignment 1, due **January 30, 2018**

Assignment 2, due **March 6, 2018**

All assignments are handed in at class on the due date.

All works must be prepared using a word processor and placed in a folder.

Late assignments are accepted (up to 1 day late) and receive a 25% penalty. Exceptions will be reviewed along with documented extenuating circumstances, such as a medical situation, prevented the timely completion of the work.

2. Team Project (25%)

- Detailed initial plans and website prototype for a proposed B2C e-business; includes presentation on **March 20/ 22*, 2018**; report due: **April 4, 2018**

**A second lab class will be scheduled to accommodate group presentations. Room: TBD*

3. Term Test 1 (20%) February 6, 2018

Term Test 2 (20%) March 13, 2018

- Missed exam will receive a mark of zero, unless reason for absence is serious and properly documented (e.g. physician letter)

4. Final Exam (20%) April 10, 2018 – 6:00 p.m. (TENTATIVE)

Please contact the instructor as soon as possible if extenuating circumstances require you to miss a class, assignment, test or examination.

Keep a copy of all class work (e.g., assignments, tests) handed back in case there is an error in recording of marks by the instructor.

With regard to appeals, see Section 10 of the Regulations & Policies Document in the 2016-2017 Undergraduate Academic Calendar.

<http://uwinnipeg.ca/academics/calendar/docs/regulationsandpolicies.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	70 - 74%	F	below 50%
A	85 - 90%	C+	65 - 69%		
A-	80 - 84%	C	60 - 64%		
B+	75 - 79%	D	50 - 59%		

Exam / Test Requirements

Photo ID must be presented (Preferably U of W student ID).

No electronic devices are allowed during exams. This includes the use of calculators, electronic dictionaries, or translators.

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential.

<http://www.uwinnipeg.ca/accessibility>.

Students facing a charge of academic or non-academic misconduct may choose to contact the University of Winnipeg Students' Association (UWSA) where a student advocate will be available to answer any questions about the process, help with building a case, and ensuring students have access to support. For more information or to schedule an appointment, visit our website at www.theuwsa.ca/academic-advocacy or call 204-786-9780.

We ask that you please be respectful of the needs of classmates and instructors/professors by avoiding the use of unnecessary scented products while attending lectures. Exposure to scented products can trigger serious health reactions in persons with asthma, allergies, migraines or chemical sensitivities. Please consider using unscented necessary products and avoiding unnecessary products that are scented (e.g. perfume).

Required Text Book(s)/Reading List

- e-commerce: business, technology, society (12th edition), 2016, by Laudon and Traver, ISBN-13: 978-0-13-393895-1
- Additional Readings and Class Notes will be made available through the course web site.

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.

Misuse of Computer Facilities, Plagiarism, and Cheating

Academic dishonesty is a very serious offense and will be dealt in accordance with the University's policies. Be sure that you have read and understood section #8, starting on page 27, in the Regulations and Policies document of the 2017-2018 Undergraduate Academic Calendar.

<http://uwinnipeg.ca/academics/calendar/docs/regulationsandpolicies.pdf>

Avoiding Academic Misconduct. Uploading essays and other assignments to essay vendor or essay 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.

Avoiding Copyright Violation. Course materials are owned by the instructor who developed them. Examples of such materials are course outlines, assignment descriptions, lecture notes, test questions, and presentation slides. Students who upload these materials to filesharing sites, or in any other way share these materials with others outside the same class without prior permission of the instructor/presenter, are in violation of copyright law and University policy. Students must also obtain instructor/presenter permission before photographing or recording slides, presentations, lectures, and notes on the board.

Additional Course Related Information

1. When it is necessary to cancel a class due to exceptional circumstances, instructors will make every effort to inform you via uwinnipeg email, as well as the departmental assistant and Chair/Dean so that class cancellation forms can be posted outside classrooms.
2. Your uwinnipeg email address will normally be used for course related correspondence.
3. Please note that withdrawing before the VW date does not necessarily result in a fee refund.
4. April 5, 2018 is the class make-up date for courses that conflict with Good Friday, March 30.
5. No classes: Oct. 8 – 14 Mid-term reading week; Feb. 18-24 Winter Mid-term reading week; Friday, March 30 (Good Friday).

Topics to be covered (tentative list).

1. Overview of electronic commerce: definitions, history, types of e-commerce
2. Business Foundations of e-commerce
 - 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. Technological Foundations of e-commerce

- 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. Operational Foundations of e-commerce

- 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. eBusiness examples: Amazon, eBay, local e-businesses.

6. Government support: initiatives for e-commerce in Manitoba and Canada.