



THE UNIVERSITY OF WINNIPEG

APPLIED COMPUTER SCIENCE Winter 2020

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

Course Name: **eCommerce**

Course Website: <http://www.acs.uwinnipeg.ca/3907-050/>

Instructor Information

Instructor: Kerry Augustine

E-mail: k.augustine@uwinnipeg.ca

Phone: 204.296.4201

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

Office: 3C07

Office Hours: Thursday 4:45-5:45 and by appointment

Class Location: 3D03

Important Dates

1. **Lecture Begins:** January 9th, 2020
2. **First Assignment:** January 30th, 2020
3. **Project Proposal:** February 10th, 2020*
4. **No Class:** February 13th, 2020*
5. **Reading Week:** February 16th – 22nd, 2020 (no classes)
6. **Mid-Term Test:** February 27th, 2020, 6:00-7:30 PM
7. **Second Assignment:** March 12th, 2020
8. **Voluntary Withdrawal Date w/o academic penalty:** March 13th, 2020**
9. **Last Class:** April 2nd, 2020
10. **Team Project Report:** April 9th, 2020
11. **Final Exam:** April 9th, 2020, 6:00-9:00 PM
12. **University closures:** Louis Riel Day: Monday, February 17th, 2020
Good Friday: Friday, April 10th, 2020

**Please note there is no class on February 13th. Project proposals are due to be submitted end of day (4:30PM) on Monday, February 10th, C/O Connie Arnhold, Room, 3D13.*

***A minimum of 20% of the work on which the final grade is based will be evaluated and available to students before the voluntary withdrawal date.*

[See <https://www.uwinnipeg.ca/academics/calendar/docs/dates.pdf> for all dates]

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.
- 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 (10%)

Assignment 1, due January 30th, 2020 (5%)

Assignment 2, due March 12th, 2020 (5%)

All assignments must be printed, stapled or placed in a folder and handed in at the start of class on the due date.

As a rule, late assignments will not be accepted, or under extenuating circumstances, up to 1 day late with a 20% penalty

2. Team Project (25%)

Detailed initial plans and website prototype for a proposed B2C e-business.

Proposal due: February 10th, 2020 (5%)

Final Report due: April 9th, 2020 (20%)

3. Midterm Test (25%) – February 27th, 2020

- The mid-term exam is during class time.

4. Final Exam (40%) - April 9th, 2020

Exam Requirements

- Photo ID at exam is required.
- You are expected to write the test/exam on its given day.
- No electronic devices (e.g. cell/smart phone, laptop, calculators, translators, etc.) are permitted.
- Midterm and final exams are closed-book.

Students should contact the instructor as soon as possible if extenuating circumstances require missing an assignment, test or examination. A medical certificate from a practicing physician may be required before any adjustments are considered.

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+	75 – 79%	C	60 – 64%
A	85 – 89 %	B	70 – 74%	D	50 – 59%
A-	80 – 84%	C+	65 – 69%	F	below 50%

Required Text Book(s)/Reading List

- E-commerce: business, technology, society (15th edition), 2019, by Laudon and Traver, ISBN-10 0-13-499845-9
ISBN-13 978-0-13-4998456
- 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.

Services for Students

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 204-786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential.

<https://www.uwinnipeg.ca/accessibility-services>.

Students may choose not to attend classes or write examinations on holy days of their religion, but they must notify their instructors at least two weeks in advance. Instructors will then provide opportunity for students to make up work examinations without penalty. A list of religious holidays can be found in the 2019-20 Undergraduate Academic Calendar online at <http://uwinnipeg.ca/academics/calendar/docs/important-notes.pdf>.

All students, faculty and staff have the right to participate, learn, and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at <https://www.uwinnipeg.ca/respect>.

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.

Avoiding Academic Misconduct and Non-academic Misconduct. Students are encouraged to familiarize themselves with the Academic Regulations and Policies found in the University Academic Calendar at:

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

Particular attention should be given to subsections 8 (Student Discipline), 9 (Senate Appeals) and 10 (Grade Appeals). Please note, in particular, the subsection of Student Discipline pertaining to plagiarism and other forms of cheating.

Detailed information can be found at the following:

- Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/institutional-analysis/docs/policies/academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/institutional-analysis/docs/policies/academic-misconduct-procedures.pdf>
- Non-Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/institutional-analysis/docs/student-non-academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/institutional-analysis/docs/student-non-academic-misconduct-procedures.pdf>

Misuse of Filesharing Sites. Uploading essays and other assignments to essay vendor or 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. Additional information is available at University of Winnipeg library video tutorial "Avoiding Plagiarism" <https://www.youtube.com/watch?v=UvFdxRU9a8g>

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 class without prior permission of the instructor/presenter, are in violation of copyright law and University policy. Students must also seek prior permission of the instructor /presenter before photographing or recording slides, presentations, lectures, and notes on the board.

Class Cancellation, Correspondence with Students and Withdrawing from Course

When it is necessary to cancel a class due to exceptional circumstances, the course instructor will make every effort to inform students via uwinnipeg email (and/or using the preferred form of communication, as designated in this outline), as well as the Departmental Assistant and Chair/Dean so that class cancellation forms can be posted outside classrooms.

Students are reminded that they have a responsibility to regularly check their uwinnipeg e-mail addresses to ensure timely receipt of correspondence from the University and/or the course instructor.

Please let course instructor know if you plan on withdrawing from the course. Note that withdrawing before the VW date does not necessarily result in a fee refund.

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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.