



# THE UNIVERSITY OF WINNIPEG

## APPLIED COMPUTER SCIENCE

Course Number: **ACS-3907-051**  
Course Name: **e-Commerce**  
Course Website: <https://nexus.uwinnipeg.ca/d2l/home/75078>

### Instructor Information

<b>Instructor:</b>	Kerry Augustine	<b>E-mail:</b>	<a href="mailto:k.augustine@uwinnipeg.ca">k.augustine@uwinnipeg.ca</a>
<b>Office Hours:</b>	Monday, by appointment	12:00 PM – 1:00 PM	<b>Online via MS Teams</b>
<b>Class Time:</b>	Monday	6:00 PM – 9:00 PM	<b>Room: 3D04</b>

### Important Dates

- |   |                           |
|---|---------------------------|
| 1. First Class:                                 | Monday, January 5, 2026   |
| 2. Reading Week (no classes):                   | February 15 – 21, 2026    |
| 3. Midterm Exam:                                | Monday, February 23, 2026 |
| 4. Final Withdrawal Date w/o academic penalty*: | Friday, March 13, 2026    |
| 5. Last Class:                                  | Monday, March 30, 2026    |
| 6. Project Solution:                            | Thursday, April 2, 2026   |
| 7. Final Exam (Comprehensive):                  | TBD                       |
| 8. Final Exam Period:                           | April 9 – 22, 2026        |
| 9. University closures:                         |                           |
| Louis Riel Day:                                 | Monday, February 16, 2026 |
| Good Friday:                                    | Friday, April 3, 2026     |

*\*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.*

**NOTE:** *There may be some exceptional dates where the instructor will not be able to deliver an in-classroom lecture – and will be delivering the lecture online via Zoom or Teams. Students will be notified if/when these exceptions arise.*

### Course Objectives / Learning Outcomes

This course delves into the dynamic world of electronic commerce, exploring the pivotal role it plays in shaping modern businesses. Through a combination of theoretical insights and practical examples, students will gain a comprehensive understanding of the innovations, technologies, and operational models that drive successful business-to-consumer (B2C) and business-to-business (B2B) e-commerce ventures.

**Course Objectives:** By the end of this course, students will:

- Gain an appreciation of the transformative impact of e-commerce on traditional business models.
- Understand the technological underpinnings that enable the functioning of e-commerce platforms.
- Analyze the operational foundations and differences between B2C and B2B e-commerce.
- Examine real-world case studies of e-commerce ventures and business models.
- Develop and present a comprehensive proposal for a B2C e-business site.
- Create a prototype of an e-commerce website through a storyboard-style approach.

**Course Outline:**

1. Introduction to E-Commerce Concepts
  - Defining e-commerce and its significance in modern business.
  - Evolution of business models due to e-commerce innovations.
  - Trends and future prospects of e-commerce.
2. Successful E-Commerce Ventures and Business Models
  - Case studies of renowned e-commerce successes (e.g., Amazon, Alibaba).
  - Exploring diverse e-commerce business models (marketplaces, subscription services, etc.).
  - Lessons learned from failures and challenges in e-commerce.
3. Developing a B2C E-Business Proposal
  - Identifying market opportunities and target audiences.
  - Crafting a comprehensive e-business plan, including revenue models and marketing strategies.
  - Presenting the proposal to simulate real-world business pitches.
4. Technological Foundations of E-Commerce
  - Internet infrastructure and its role in e-commerce.
  - Payment gateways, security protocols, and data privacy.
  - Mobile responsiveness and user experience design.
5. Prototyping Your E-Business Idea
  - Basics of website prototyping and wireframing.
  - Creating a storyboard-style prototype for the proposed e-business site.
  - User interface (UI) and user experience (UX) considerations.
6. Operational Foundations of B2C and B2B E-Commerce
  - Key differences between B2C and B2B e-commerce.
  - Supply chain management and logistics in e-commerce.
  - Customer relationship management (CRM) and client engagement.

**Assessment Methods:**

- Class participation and discussion of assigned readings.
- Case study analysis and response to assignments.
- Individual and group projects involving the development of a B2C e-business proposal.
- Creation of a storyboard-style prototype for an e-commerce website.
- Final exam assessing theoretical concepts and practical application.

**Course Lecture and Materials**

All course material including lecture notes, slides, videos, and assignments details will be available on Nexus. Classroom times are reserved for lecture/presentation, class/group discussions and Q&A. Students are encouraged to read posted lectures notes/slides ahead of the class so as to be able to participate in meaningful discussion during classroom meetings.

**Evaluation Criteria****1. Assignments (12%)**

- There will be two (2) Assignments, worth 7% each.
- Individual due dates of assignments will be posted to Nexus.
- Assignments will be accepted up to one (1) day late with a 20% penalty\*.

**\*Assignments Submission:** All assignments are to be submitted electronically via Nexus. Student are required to submit documented extenuating circumstances, such as a medical situation, that prevented the timely completion of their work. Further details and submission procedures will be posted on Nexus.

Students are responsible for backing up and protecting their assignments. Keep a backup copy of all class work in case there is an error in recording of marks by the instructor.

**2. Team Project (26%)**

- Business solution proposal includes website prototype for a proposed B2C e-business.
- Project details including format, content, deliverable descriptions will be posted to Nexus.
- Teams will be assigned by the instructor and posted to Nexus. All team project deliverables are completed as a group report.
  - Project Proposal (4%)
  - Final Report (22%)

**3. Midterm Exam (22%)**

- Exam to be held during the regular class time.
- Missed exam will receive a mark of zero, unless a medical certificate is provided, no accommodation is made for missed exams.

**4. Drop Quiz Case Studies (10%) – Online via Nexus Respondus**

- Students will be expected to review the weekly lesson notes and lecture materials prior to attempting the case study questions.
- The instructor will develop case study scenarios that align with the topics covered in the weekly lectures. Each scenario is designed to challenge students to apply course concepts to realistic situations.
- Case study questions will be posted online using Nexus Respondus. Students are required to submit their responses within the designated time frame.
- The number and timing of case studies will vary by term, with the schedule determined by the instructor. Students must stay up to date with postings throughout the term.
- Each case study will be graded individually, with marks (up to 15 per quiz) awarded based on the depth, accuracy, and application of concepts demonstrated in the student's response.
- Case study assessments may include elements of self-assessment or peer evaluation, as determined by the instructor.
- Students must participate in the online lectures or class sessions during which the related topics are presented. Missed case study questions will not receive marks, unless prior approval or documented extenuating circumstances (e.g., medical situations) are provided and accepted by the instructor.

**5. Final Exam (30%)**

- Exam venue TBC.
- Cumulative.

- 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 accommodation is considered.

### **Test / Exam Requirements**

- Photo ID is required for the final exam.
- The use of computers, calculators, phones, or other electronic devices is not permitted during exams.
- Midterm and final exams are closed-book.

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

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](mailto: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 2025-26 Undergraduate Academic Calendar online at <http://uwinnipeg.ca/academics/calendar/docs/important-notes.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+	75 – 79%	C	60 – 64%
A	85 – 89 %	B	70 – 74%	D	50 – 59%
A-	80 – 84%	C+	65 – 69%	F	below 50%

NOTE: Final grades require departmental/program approval and may be subject to change.

### **Required Text Book / Reding List**

- E-commerce: business, technology, society (16<sup>th</sup> edition), 2021, by Laudon and Traver,
  - ISBN-13 987-0-13-6931737
- Additional Readings and Class Notes will be made available through the course website and on Nexus.

### **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

### **Regulations, Policies, and Academic Integrity**

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).

**Avoiding Academic Misconduct:** Academic dishonesty is a very serious offense and will be dealt in accordance with the University's policies.

Detailed information can be found at the following:

- Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/policies/docs/policies/academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/policies/docs/procedures/academic-misconduct-procedures.pdf>
- About Academic Integrity and Misconduct, Resources and FAQs: <https://library.uwinnipeg.ca/use-the-library/help-with-research/academic-integrity.html>

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.

**Academic Integrity and AI Text-generating Tools:** Students must follow principles of academic integrity (e.g., honesty, respect, fairness, and responsibility) in their use of material obtained through AI text-generating tools (e.g., ChatGPT, Bing, Notion AI). Suspected misuse of AI may result in a report to the Senate Academic Standards and Misconduct Committee.

#### ***Use of AI Tools in This Course (Course-Specific Guidance)***

In this course, AI tools may be used only where explicitly permitted and only within the limits stated for each assessment.

AI tools are intended to support learning and skill development, not to replace independent thinking or original work. Unless otherwise stated for a specific assessment, all submitted work must reflect the student's own understanding, analysis, and original expression.

Each Assignment, Drop Quiz, Project, Test, and Examination will clearly state:

- Whether AI tools are permitted
- The extent to which AI tools may be used
- Any restrictions or documentation requirements

Students are responsible for reviewing and complying with the AI guidance provided for each individual work item.

#### ***Permitted and Prohibited Uses of AI Tools (Unless Otherwise Stated)***

Permitted Uses (when allowed by the assessment):

- Clarifying course concepts and terminology
- Brainstorming ideas or outlining approaches
- Editing for grammar, clarity, and organization.

Prohibited Uses (unless explicitly permitted):

- Generating answers, analysis, or conclusions for graded work
- Copying and pasting AI-generated content into submissions
- Using AI tools during quizzes, tests, or examinations.

AI tools must not be used as a substitute for the student's own academic work.

**Citation and Disclosure Requirements (University of Winnipeg Policy)**

If AI tools are used, students must cite them. According to the MLA (<https://style.mla.org/citing-generative-ai/>), “you should:

- a. *cite a generative AI tool whenever you paraphrase, quote, or incorporate into your own work any content (whether text, image, data, or other) that was created by it*
- b. *acknowledge all functional uses of the tool (like editing your prose or translating words) in a note, your text, or another suitable location*
- c. *take care to vet the secondary sources it cites.”*

**Verification of Understanding**

The instructor reserves the right to request that students:

- Explain or defend submitted work
- Participate in oral reviews or follow-up discussions
- Provide drafts, notes, or working materials

Inability to demonstrate understanding of submitted work may result in an academic integrity review.

**Summary Principle Governing the use of AI**

AI tools are learning aids, not answer generators. Responsible, transparent, and limited use of AI tools is expected at all times, in alignment with University of Winnipeg academic integrity standards and the specific requirements of each course assessment.

**Non-academic misconduct:** Students are expected to conduct themselves in a respectful manner on campus and in the learning environment, irrespective of the platform being used. Behaviour, communication, or acts that are inconsistent with a number of UW policies could be considered “non-academic” misconduct. More detailed information can be found here:

- Respectful Working and Learning Environment Policy: <https://www.uwinnipeg.ca/respect/respect-policy.html>
- Acceptable Use of Information Technology Policy: <https://www.uwinnipeg.ca/policies/docs/policies/acceptable-use-of-information-technology-policy.pdf>
- Non-Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/policies/docs/policies/student-non-academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/policies/docs/procedures/student-non-academic-misconduct-procedures.pdf>

**Copyright and Intellectual Property:** Course materials are the property of the instructor who developed them. Examples of such materials are course outlines, assignment descriptions, lecture notes, test questions, and presentation slides—irrespective of format. 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, for example, photographing, recording, or taking screenshots of slides, presentations, lectures, and notes on the board. Students found to be in violation of an instructor’s intellectual property rights could face serious consequences pursuant to the Academic Misconduct or Non-Academic Misconduct Policy; such consequences could possibly involve legal sanction under the Copyright Policy: <https://www.uwinnipeg.ca/policies/docs/policies/copyright-policy.pdf>

**Privacy**

Students have rights in relation to the collection of personal data by the University of Winnipeg.

- Student Privacy: <https://www.uwinnipeg.ca/privacy/admissions-privacy-notice.html>
- Zoom Privacy: <https://www.uwinnipeg.ca/privacy/zoom-privacy-notice.html>

- Exam and Proctoring: <https://www.uwinnipeg.ca/privacy/zoom-test-and-exam-proctoring.html>

**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 Nexus.

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 the 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.

**Student Wellness**

The University of Winnipeg affirms the importance of student mental health and our commitment to providing accessible, culturally appropriate, and effective services for students. Students who are seeking mental health supports are encouraged to reach out to the Wellness Centre at [studentwellness@uwinnipeg.ca](mailto:studentwellness@uwinnipeg.ca) or 204-258-3809. For community-based mental health resources and supports, students are encouraged to dial 2-1-1. This program of United Way is available 24/7 in 150 languages. Other resources and contact information can be found at the following link: <https://www.uwinnipeg.ca/student-wellness/contact-us.html>.

**Sexual Violence and Human Rights Advisor (SVHRA)**

Students who have experienced Sexual Violence can access support from the SVHRA. The SVHRA receives disclosures and can support students with on and off-campus reporting. In collaboration with the Sexual Violence Response Team (SVRT), the SVHRA also provides fast-track referrals to Student Wellness, academic accommodations, security support, and other on and off campus supports. The SVHRA and SVRT operate within a confidential, survivor-centered, and trauma-informed framework. <https://www.uwinnipeg.ca/respect/sexual-violence/>

*Disclosures may be made in-person, email, by text, by phone, or Zoom/Teams.*

5Ri55, 5<sup>th</sup> Floor (Rice Centre)  
204.230.6660 – *call or text (confidential line)*  
[svrt@uwinnipeg.ca](mailto:svrt@uwinnipeg.ca)

**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.

*A permitted or necessary change in mode of delivery may require adjustments to important aspects of course outlines, like class schedule and the number, nature, and weighting of assignments and/or exams.*

*In order to ensure a safe and comfortable learning environment for everyone, we kindly ask that all students refrain from wearing or using scented products while attending class.*