

Electronic Commerce

SPRING 2010

General Course Information

Instructor: Orit Hirsh

Office: L-710

Office Hours:

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Web site: <http://www.kingsborough.edu/academicDepartments/tec/oh/eBusiness/>

Classroom: S-214

Class Times: T,TH 6:30 - 8:00 PM

Textbook: GARY P. SCHNEIDER, Electronic Commerce 8E ISBN: 978-1-4239-0305-5

Course Objectives

The main purpose of this course is to provide students with a comprehensive understanding of e-business entrepreneurship. Students will learn information related to the following topics: assessing entrepreneurial abilities, defining the entrepreneurial process, recognizing the characteristics of e-business and the role ebusiness plays in the global economy, identifying various e-business models, developing new e-business ideas, creating a business plan, securing startup financing, facing various startup challenges including hiring key staff and selecting technologies, marketing an e-business and its products or services, developing an e-business Web site, and securing an e-business's assets from various internal and external threats.

Students will have an opportunity to apply their knowledge through hands-on exercises and case project assignments. Communicating ideas and facts to others is emphasized in the exercise assignments.

Communication and team work are emphasized in the case project assignments.

Specific topic coverage includes:

- Introduction to Electronic Commerce
- Technology Infrastructure: The Internet and the World Wide Web
- Selling on the Web: Revenue Models and Building a Web Presence
- Marketing on the Web
- Business-to-Business Online Strategies
- Online Auctions, Virtual Communities, and Web Portals
- The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
- Web Server Hardware and Software
- Electronic Commerce Software
- Electronic Commerce Security
- Payment Systems for Electronic Commerce
- Planning for Electronic Commerce

Web Site

Supplementary information for the course is available at

<http://www.kingsborough.edu/academicDepartments/tec/oh/eBusiness/>

The Web site contains class notes, PowerPoint slides, class announcements, the course syllabus, test dates, and other information for the course.

E-Mail

All students are requested to obtain an e-mail account. If you have any questions about the course or need assistance, please contact me in person or by telephone during office hours; or by e-mail at any time. Also, you may submit the end-of-chapter case project assignments in class on the due date or by e-mail with a date stamp at or before 5:00 PM on the due date. E-mail submissions should be submitted as an attachment in Microsoft Word format.

Grading and Evaluation Criteria

Grades are calculated from a weighted average of exams, quizzes, presentation, and the final exam.

Individual Presentations 20%

Midterm 20%

Group Presentation 40%

Final exam 20%

TOTAL 100%

A = 90-100 %, B = 80-89 %, C = 70-79 %, D = 60-69 %, F = 0-59 %

Tentative Course Schedule

Readings, Exercises, Projects, and Exams

Week	Topics	Chapter Readings	Chapter Projects	Exams
1 3/1-3/4	Introduction to Electronic Commerce	Chapter 1		
2 3/9-3/11	Technology Infrastructure: The Internet and the World Wide Web	Chapter 2		
3 3/16-3/18	Selling on the Web: Revenue Models and Building a Web Presence	Chapter 3		
4 3/23-3/25	Marketing on the Web	Chapter 4		
5	Tues.	March 30- -April 6	NO CLASSES (Spring Recess)	
6 4/9	Business-to-Business Online Strategies	Chapter 5		
7 4/13/-4/15	Online Auctions, Virtual Communities, and Web Portals	Chapter 6		
8 4/20-4/22	Review and Exam			Midterm Exam
9 4/27-4/29	The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues	Chapter 7		
10 5/4-5/6	Web Server Hardware and Software	Chapter 8		
11 5/11-5/13	Electronic Commerce Software	Chapter 9		
12 5/18-5/19	Electronic Commerce Security	Chapter 10		
13 5/25-5/27	Payment Systems for Electronic Commerce	Chapter 11		
13	Planning for Electronic Commerce	Chapter 12	LAST CLASS TUE. JUNE 1	
14	Review and Exam			Final Exam