UCW UNIVERSITY CANADA WEST

SYLLABUS

Prefix & Code	BUSI 645	3 Credits
Course Name	E-COMMERCE	
Term / Year	Fall	2021

Instructor	Dr. Nam Le	Office Hours	Thursday 12:30 PM to 2:30 PM
Email	nam.le@ucanwest.ca	MyUCW Link	https://www.myucwest.ca/lms/course/view.php?id=7222

You are expected to attend weekly live classes AND Log into the MyUCW course shell (YourAgora for UAP)at least 3 times a week (Minimum 2 hours) for discussions, assignments & emails.

Course Prerequisites: Course Code and Name (or none)

MRKT 621: Marketing Management ; OPMT 620: Operations Management

Course Co-Requisites: Course Code and Name (or none)

None

Course Description: (as in Academic Calendar)

Students explore monetized goods or services transactional business ideas primarily for an e-commerce channel. They are provided foundational online business planning models for good business decision-making and problem-solving related to e-commerce. They investigate e-commerce business models, digital infrastructure, building an e-commerce presence, security, payment systems, digital and traditional marketing, online social media networks, and ethical, social, and political issues in e-commerce.   Students are given access to micro-credentials and qualifications from recognized e-commerce partners

☐ Check if this is Reading intensive course (e.g. UAP/ ENGL only.)

Essential Skills are skills that people need for work, learning and life [Check only the skills and definitions applicable to **YOUR** course]

☐	**Effective Writing** conveys information or argues a point of view using organizational structures, supporting materials, and language appropriate for the topic, purpose, and audience. Through written assignments, students should be able to: • Tailor writing to a specific audience • Focus writing on a specific purpose • Produce logical, coherent, and well-structured writing • Develop a well-supported argument or stance • Apply appropriate writing standards
☑	**Critical Thinking** skills are used to identify problems and suggest solutions from perspectives other than your own. These skills include observation, analysis, interpretation, reflection, evaluation, inference, explanation, problem solving, and decision-making. Critical thinking includes the skills - particularly as applied to one's own work - for articulating the meaning of a statement, judging the truth of a statement while keeping in mind possible biases, and determining whether a conclusion is justified by the evidence provided.
☑	**Oral Communication** skills include listening, delegating, managing, verbal and using non-verbal communication. Effective oral communication influences, informs, and/or connects with others by using organizational structures, supporting materials and delivery skills suitable to the topic, occasion and audience. Communicate clearly and effectively in oral communication.

☐	**Quantitative Reasoning** skills are employed to analyze and interpret data and information. Quantitative reasoning involves the application of numerical, visual, or symbolic reasoning in order to draw inferences, understand phenomena, validate models or theories, or make predictions.	
✓	**Creative Thinking** is the process of making connections, decisions, or new ideas and generating and evaluating innovative approaches to problem solving regardless of discipline.	

Power Skills for Career-Readiness

PRESENTATION SKILLS   PERSONALITY   PERSISTENCE   GROWTH MINDSET   FLEXIBILITY

SELF-PROMOTION   TEAM SPIRIT   COACHING   CREATIVITY   SELLING SKILLS

Student Learning Outcomes -As stated in the Academic Council approved course (4 or 5 outcomes in total)

1. Assess and explain the opportunities, strategic contributions and ethical considerations of electronic business to an organization's goals.
2. Evaluate the reasoning underlying the options for the business models and concepts used in e-commerce.
3. Identify and apply critical success factors in user experience.
4. Appraise the efficacy of security and payment systems and various e-business platforms reflecting the realities of competition in the modern global economy.
5. Create appropriate marketing strategies for an electronic business environment.
6. Classify, assess and explain the main supply chain management steps required for successful electronic commerce

Course Structure/Approach (to be completed by instructor)

In this course, students are introduced to the history and development of eCommerce since the mid-1990s. Major topics are investigated including: eCommerce business/revenue models, technical infrastructures underlining e-commerce, security and payment system, social media, mobile commerce, digital marketing, location-based marketing, and SEO. Students forecast the future development of eCommerce and how it will impact businesses and the economy as a whole. The course structure includes lectures, projects, and group work. Students will also be given hands-on projects that allow them to apply the concepts that they learn to the real business environment. Students must actively participate in class based on coming to class having read the assigned readings.

Student Performance Assessment

+	Assignment	Due Date	Description	%	Learning Outcome #
	Class Participation	Ongoing	Class participation is assessed based on your class activity (including attendance), contribution to class discussions, and completion of exercises.	5	1, 2, 3
	Engagement Activities	Week 2,4,6,8	Respond to various online discussion questions.	10	2, 3, 5
	Individual quizzes	Week 3,5,7	Complete various online chapter quizzes.	10	2, 4, 6
	Individual essay	Week 7	Student will prepare a report on the eCommerce development in a chosen country	10	1, 2
	Assignment: E-commerce Store	Week 6	This individual assignment consists of building and optimizing an e-commerce store.	10	3, 6
−	Group project report	Week 9	You create and present a Plan for a New E-Commerce Business	35	2, 3, 5
−	Final Exam	Week 10	The exam will check students' level of understanding and skills of the key concepts and tools taught during the course.	20	2, 3, 5

Grading Scales

Undergraduate Degrees	Graduation Requirements	UAP	Graduate Degree
A+ = 90-100%; A = 85-89%; A- = 80-84%; B+ = 76 - 79%; B = 72 - 75%; B- = 68 - 71%; C+ = 64 - 67%; C = 60 - 63%; C- = 55 - 59% ; D = 50 - 54%; **(Course PASS >=50%);** F = 0 - 49 %;	**Bachelor or AA overall CGPA = C (60%)** **MBAF overall CGPA = B (72%)** **MBA overall CGPA = B (72%)** **UAP = B- (70%)**	A+ = 95-100%; A = 90-94%; A- = 85-89%; B+ = 80-84%; B = 75-79%; B- = 70-74% ; C+ = 65-69%; C = 60-64%; C- = 55-59% ;D = 50-54%; **(Course PASS >= 70%);** F = 0-49%;	**A+ = 90 - 100%;** A = 85 - 89%; A- = 80-84%; B+ = 76 - 79%; B = 72 - 75%; B- = 68 - 71%; C = 60 - 67%; **(Course PASS >= 60%);** F = 0 - 59%;

Late Assignments: percentage points/ per day lost after the deadline | 10 |

Books to Purchase or OER (How to purchase the textbook, link to MyUCW Textbooks)

Laudon, K. & Traver, C. (2021). E-Commerce, Prentice Hall, Print ISBN: 9780136931768, eText 0136931766

Other Required Articles & Resources (e.g. assigned additional articles and case studies)

Online links will be provided on the course website.

Additional Optional Resources

Online links will be provided on the course website.

Weekly Schedule: Changes may be made - if so, you will be informed

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
1	Oct 12 - Oct 17	Introduction to E-Commerce & Business Model Canvas	• Laudon/Traver, chapter 1 • Current online resources (links posted on Moodle)	• Business Model Canvas and E-commerce • mini-assignments, workshop/forums, quizzes	• Critical thinking •Creative thinking	•Weekly engagement activities, workshops and/or quizzes due before class
2	Oct 18 - Oct 24	E-commerce Business Models and Concepts, Value Proposition Canvas, Identifying e-Commerce Opportunities	• Laudon/Traver, chapter 2 • Current online resources (links posted on Moodle)	• draft of a business model canvas • mini-assignments, workshop/forums, quizzes	• Critical thinking •Creative thinking	•Weekly engagement activities, workshops and/or quizzes due before class
3	Oct 25 - Oct 31	E-commerce Infrastructure: The Internet, Web, and Mobile Platform	• Laudon/Traver, chapter 3 • Current online resources (links posted on Moodle)	• Comparative Matrix on Mobile platforms • mini-assignments, workshop/forums, quizzes • Team agreement • Project proposal	• Critical thinking •Creative thinking	•Team agreement and Project Proposal due before class •Weekly engagement activities, workshops and/or quizzes due before class
4	Nov 1 - Nov 7	Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps, Content Management Systems	• Laudon/Traver, chapter 4 • Current online resources (links posted on Moodle)	• Comparative analysis on CMS • mini-assignments, workshop/forums, quizzes	• Critical thinking •Creative thinking	Weekly engagement activities, workshops and/or quizzes

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
5	Nov 8 - Nov 14	E-commerce Security and Payment Systems & B2B E-Commerce Supply Chain Management	• Laudon/Traver, chapter 5 and 12 • Current online resources (links posted on Moodle)	• Group Study	• Critical thinking • Creative thinking	•Assignment: E-Commerce Store due before class •Weekly engagement activities, workshops and/or quizzes due before class
6	Nov 15 - Nov 21	E-commerce Marketing and Advertising Concepts, Pay-per-click advertising, Search Engine Optimization	• Laudon/Traver, chapter 6 Current online resources (links posted on Moodle)	• SEO Lab •mini-assignments, workshop/forums, quizzes	• Critical thinking •Creative thinking	•Weekly engagement activities, workshops and/or quizzes due before class E--commerce store assignment due (Nov 18)
7	Nov 22 - Nov 28	Website Usability, User Interface, User Experience, Web Analytics	• Current online resources (links posted on Moodle)	• UX Lab •mini-assignments, workshop/forums, quizzes	• Critical thinking •Creative thinking	•Weekly engagement activities, workshops and/or quizzes due before class Submit individual essay (Nov 25)
8	Nov 29 - Dec 5	Social, Mobile, and Local Marketing, Social Networks, Auctions and Portals	• Laudon/Traver, chapter 7 and 11 • Current online resources (links posted on Moodle)	• Guest speaker and Q&A • mini-assignments, workshop/forums, quizzes	Critical thinking Creative thinking	•Weekly engagement activities, workshops and/or quizzes due before class
9	Dec 6 - Dec 12	Ethical, Social, and Political Issues in E-commerce	• Laudon/Traver, chapter 8 • Current online resources (links posted on Moodle)	• Group Study	• Critical thinking •Creative thinking	Weekly engagement activities, workshops and/or quizzes due before class Group project paper and presentation due (Dec 9)

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
10	Dec 13 - Dec 19	• Review & Exam		•Group presentations	• Critical thinking • Oral communication •Creative thinking	•Presenta-tions •Final Exam
11/ 12						

Guiding Questions: (List 3 or 4 questions that guides the student's thinking in this course)

1. Why is e-commerce important for my career and for any business?
2. Where and how can I get an idea for any e-commerce business venture?
3. What are the main e-commerce principles, strategies and business models?
4. What are the key e-commerce tactics and tools?

Tools for Success

Successful university students take advantage of services and resources to boost learning and achievement.

1. Learning Success: make individual tutoring appointments with math tutors, writing coaches.(Check MyUCW)
2. Attend Learning for Success Workshops and Continuing Student Workshops. (Check MyUCW)
3. Learning Strategist: get personalized help to develop skills to overcome learning challenges @ learningstrategist@ucanwest.ca
4. Academic Advising: an advisor can help you select courses for timely degree completion.(Check MyUCW)
5. Career Development Centre: meet with a Specialist to build knowledge and skills for career planning. (Check MyUCW)
6. Librarian research assistance. (Check MyUCW)
7. APA Guidelines (Check MyUCW)
8. Academic Integrity Guidelines

Access all policies from website: https://www.ucanwest.ca/about/policies

1. Policy 5015 - Attendance Policy (Academic section)
2. Policy 6006 - Copyright (Library section)
3. Policy 6751 - Information Privacy and Security (Records Management section)
4. Policy 9024 - Examinations (Registrar's Office)
5. Policy 9024 - Out-of-Time Final Examination (Registrar's Office)
6. Policy 5006 - Academic Integrity Policy (Academic section)
7. Policy 9014 - Student Rights and Responsibilities Policy (Registrar's Office)
8. Policy 5005 - Final Grades Policy (Academic Section)

Instructor Policies & Guidelines

1. Format for Assignment Report

https://www.myucwest.ca/lms/mod/page/view.php?id=1087882

2. Grading Rubric for Papers /Projects

https://www.myucwest.ca/lms/mod/page/view.php?id=1087881

3. Class Participation / Expectations Rubric

https://www.myucwest.ca/lms/mod/page/view.php?id=1087880

4. Other Assignment Rubrics for this course

https://www.myucwest.ca/lms/mod/page/view.php?id=1087882

5. Other Course Policies

https://teams.microsoft.com/l/meetup-join/19%3ameeting_OTliYjA1ODYtZmJlOC00NmFiLTkwMDYtZDQ5MTc5Y2IzNjgz%40thread.v2/0?
context=%7b%22Tid%22%3a%22f5622c43-8e64-4863-aed4-0cc4908d3c88%22%2c%22Oid%22%3a%
226b89007c-7d41-4552-8d6f-974a6be79487%22%7d

Student Responsibilities in the Classroom

1. You must log into the MyUCW/YourAgora course shell at least 3 times a week (at least 2 hours study for each course) for discussions, assignments & messages.
2. You must attend in-person or live synchronous classes on time and participate fully. You will demonstrate your knowledge of other perspectives and the readings through participation in class and in your written work. This means refraining from packing up early and demonstrating courteousness at all times to everyone in class. If you need to leave class early, inform me before class starts. Please explain your reason prior to class UNLESS an emergency arises during class and you need to leave immediately. If this occurs, please email me as soon as possible explaining the problem. You may need to provide documentation. Also review the UCW Attendance Policy (# 5015).
3. Respect for everyone and for differences in perspective, belief, and culture is expected in the classroom. Please feel free to express your views in class, however, please ensure that you treat everyone's opinion with respect. I reserve the right to remove from the class any student who engages in behaviour that is harmful, disrespectful to the rights of others, or that unreasonably interferes in the activities of studying, teaching or research. Such behaviour is also prohibited by the Student Rights & Responsibilities policy (# 9014) and may result in   filing a formal complaint.
4. You are expected to purchase and read the required texts and assigned readings in MyUCW or YourAgora. It is necessary to keep up with the readings and do the assignments in MyUCW or YourAgora before class so that you can actively participate in MS Teams/BBB or in-class discussions and activities to earn participation marks.
5. You are expected to learn and demonstrate the skills necessary to understand, analyze, solve and answer questions relevant to the course learning outcomes. I encourage you to discuss class materials in a study group with your peers to help you prepare for class discussion and activities.
6. Papers and projects must follow the guidelines/instructions provided in Instructor Guidelines and Expectations above and must include evidence for your argument based on cited research and demonstrate critical analysis. It is the student's responsibility to stay informed of deadlines for projects and papers.
7. You must work alone when writing individual assignments unless you are participating in a group assignment.
8. I do not accept your assignments from other classes.
9. Late Assignments will lose 10 percentage points/ per day after the deadline unless arrangements are made with me before the deadline based only on extenuating circumstances or a medical emergency.
10. Incomplete grades will only be granted with a documented medical emergency.
11. Keep all Graded Work until you receive the final grade for the course and ensure that you have a copy of all completed assignments.
12. Audio-taping/recording/videotaping is only permitted in this course with my prior approval.
13. Review the Student Rights & Responsibilities Policy (# 9014) for an explanation of appropriate and expected behaviour in class. Any violations of these or other relevant UCW policies may result in disciplinary action and a record will be kept on your student file in the Academic Department.

Academic Integrity & Submission of Assignments

1. Uphold academic integrity. Think for yourself, act with honour. University Canada West is committed to academic integrity and all faculty carefully review written assignments to ensure integrity. Cheating and plagiarism are prohibited and considered serious acts of misconduct. At UCW plagiarism is defined as "representing the ideas, or the work of others as one's own. Plagiarism includes copying, reproducing or paraphrasing significant portions of one's own work, or someone else's published or unpublished material (from any source, including the Internet), without proper acknowledgment, representing these as new or as one's own." This includes another person's words, expressions, productions or creative works as well as actual plagiarism, improper paraphrasing, insufficient citation and self-plagiarism.
2. Plagiarism occurs when a student uses the words of another person or entity (including using your own words in previously completed assignments without the permission of the instructor), without proper citation or permission. It also includes "making a small change to a passage or paper without appropriate citation." (see Policy # 5006 Academic Integrity Policy). Plagiarism applies to all intellectual products: books, articles, papers, literary compositions and phrases, research results, calculations and the results of calculations, diagrams, constructions, computer reports, computer code/software, material found on the internet, creation and presentation of images, music, drawings, designs, dance, and photography. Cite all sources and give credit to those you borrow ideas, statements and approaches from. You must cite the original author if the idea, concept or approach is not original to you. This includes not only when you use the same words as the source but also when you paraphrase from that source. If you use exact words from a source in your work, you must place quotation marks around those words and a citation to indicate that you have taken them from another text. Copying and pasting information from any source including articles, theses, books and websites without credit to that source is considered plagiarism.

3. All paper assignments/assessments will be submitted into MyUCW in the assignment area of TurnItIn in MyUCW. TurnItIn automatically and systematically searches scholarly journals, articles, books, all websites, other university resources, other student papers available on the web, and student papers submitted nationally or at UCW to check for plagiarism and similarity of content. Ensure you are aware of the rules about citing and quoting material and the consequences for failing to follow the rules.

4. You will be asked to attach a signed cover sheet with your paper/assignment/project or exam that states that your work is your own. This signed cover sheet will include the following statement to indicate that the assignment is your own work: "I agree that the work in this paper/ project/exam/assignment/etc. is my own work and that I have given credit to all sources of information used in my paper/project/exam/ assignment/etc. by including citations and references in the APA format. I acknowledge that I am expected to exercise the utmost academic integrity in all work submitted for this course. SIGNATURE: Joni Apple (indicated by typing your name at the end of this statement at the time of submission).

Communication Policy

1. I am available weekly during my weekly office hours; however, I am also available via email or by appointment.

2. Email me anytime within the MyUCW portal for this class. ALWAYS identify yourself with your full name and student number in the email and use appropriate courtesy such as salutations - (i.e. Dear Dr. XXX) and professional email etiquette. This applies to both the instructor and other class members. First state your request/concern/purpose for emailing and then give your explanation. Provide a concise description of the topic of your message in the Subject Heading.

3. I will respond to your emails within 48 hours.

4. It is crucial that you speak with me without delay should you experience difficulties that affect your performance during the semester. Early contact will increase our chances of resolving those difficulties and ensuring your best performance during the course.

Instructor Bio (see MyUCW course shell)

Faculty bio - see UCW website link

Step1 Verification

Step 2 Final Verification