

Syllabus for EBUS610 (Introduction to E-Business)

Course Description

(Formerly ECOM 610.) An overview of the managerial, strategic, and technical aspects of e-commerce functions, processes, and interactions. Topics include an introduction to the economics of information and information products; definitions of e-commerce retailing, e-tailing, and portals; a brief history of e-commerce; e-commerce business models; the roles of e-supply chains, corporate portals, and public business-to-business exchanges; e-support services, auctions, and e-commerce security issues and processes; the impact of e-commerce on organizational strategy and industry structure; in-depth assessment of successful e-commerce strategies; social, ethical, and other emerging issues related to e-commerce; and innovative e-commerce systems. Overviews of the technologies that enable e-commerce, including telecommunications technology trends, portals and search engines, Web site design and management, electronic payment systems, security, e-publishing and digital download features, and mobile commerce and pervasive computing, are presented.

Course Materials

Required Texts:

Turban, E., King, D., Viehland, D., & Lee, J. (2006). *Electronic commerce 2006: A managerial perspective*. Upper Saddle River, N.J.: Pearson/Prentice Hall.

ARTICLES:

See 'Reserved Readings' for most readings, although some are available in Course Content.

Porter, M.E. (2001, March). *Strategy and the internet*. *Harvard Business Review*, 79(3), 63-78.

Vijayan, J. (2005, August 8). *Targeting the enemy within*. *Computerworld*, 39(32), 23-27.

Yuan, L. (2005, June 1). *Companies face system attacks from inside, too*. *Wall Street Journal (Eastern edition)*, B1.

HARVARD BUSINESS SCHOOL CASE STUDIES:

Encyclopedia Britannica (A).

SOFTWARE:

You will also need the latest version of the following software programs installed on your computer:

Real Player: <http://www.real.com/realplayer.html>

Adobe Acrobat Reader (version 7.0 or higher):

<http://www.adobe.com/products/acrobat/readstep2.html>

Course Goals/Objectives

At the conclusion of this course, graduate students should be able to:

1. Develop a methodological approach for assessing the readiness and competency of organizations for implementing electronic commerce.
2. Analyze formulation of electronic commerce strategy within and among organizations.
3. Understand and articulate major variables that define the character for diffusion of electronic commerce in the global economy.
4. Compare and contrast existing e-portals, e-procurement and e-commerce systems of financial exchange, including auctions, payment systems and electronic security
5. Understand research and articulate the strategic implications for public, private and civil society organizations of the increasing efficiency of market transactions made possible through the use of information and communications technologies.
6. Monitor and evaluate e-commerce's impact upon current global business transactions, technologies and public policy as related to electronic commerce strategy and new technical innovations.
7. Develop an annotated bibliography of current e-commerce references relating to a variety of current topics, technical systems, and applications.
8. Assess options for the use of electronic commerce as a tool for achieving strategic management objectives through the research and formulation of a final strategic plan.

Grading Criteria

Section removed.

Academic Policies and Procedures

Section removed.

Project Descriptions

'Short assignments'-- brief responses to case questions
Written responses to specific case questions in weeks 3 and 5.
Due Weeks 3 and 5: 8 points each week

'E-Security' Survey paper
Each student will write a paper comparing two recent 'e-security' studies which survey the major perceived threats to computers and the Internet.
Due Week 9: 15 points

APA citation/documentation exercise:
APA annotated bibliography exercise to reinforce the use of APA documentation format which is required in all UMUC Graduate School courses.
Due Week 7: 8 points.

Strategic Analysis Tools Exercise--SWOT
Students will complete a SWOT on Sears in 1999 at the time of their foray into e-commerce.
Due Week 13: 12 points

Final Paper: Impact of the Internet on...
Students will assess and analyze the impact of the Internet on a given industry sector or management function.
Due Week 15: 25 points

DESCRIPTION

You should use the template for the following questions attached to this week's conference.

1. What are the strengths and weaknesses of the Wikipedia approach to knowledge dissemination? How does Wikipedia compare with the traditional encyclopedia? Which would you trust more as a source of accurate information?

2. Should Wikipedia allow material to be posted by anonymous contributors? What are the advantages and drawbacks?
3. It is not uncommon for knowledgeable individuals to disagree over the facts on certain subjects. How does Wikipedia mediate disputes on sensitive or controversial topics? Is mediation likely to yield unbiased results?
4. According to September 2006 Wikipedia data, there were 76,000 active contributors (individuals who contributed 5 times or more in that month) and 9,900 very active contributors (individuals who contributed 100 times or more in that month). What factors might explain the motivation and commitment of such a large group of volunteers?
5. Wikipedia is a project of the non-profit Wikimedia Foundation. Have a look at the Foundation's website (<http://wikimediafoundation.org/wiki/Home>), keeping in mind that non-profit does not mean non-revenue generating. From information gathered from the website, how does the foundation generate revenue (and how much)? Is there a surplus (profit)?

Topic/Themes: E-security survey paper Due Date: 11/5/07

DESCRIPTION

Section 11.1 of the text discusses several Security Surveys, most notably those of the Computer Security Institute (CSI) and the Computer Emergency Response Team (CERT) at Carnegie Mellon University.

The authors discuss the overarching security themes mentioned in the 2004 versions of these surveys and note several discrepancies.

In this paper, you will examine the most recent editions of TWO security surveys of your choice. No survey should be older than 2004. IT security surveys are frequently published by consulting firms such as:

Accenture (www.accenture.com)--this survey is now limited access as of 2006

Deloitte (www.deloitte.com)

Ernst and Young (www.ey.com)

Price Waterhouse Coopers (www.pwc.com)

If you find a Security Survey from one of these (or other) firms and you are unsure whether it is appropriate for the comparison, please post the link here and the instructor will review the document.

You may also use the 2006 Australian Computer Crime and Security Survey (available at: <http://www.uscert.org.au/render.html?it=2001>) as your third survey for this paper.

Please note that in 2006, the CERT apparently published only a 'summary' document of results rather than a full report. It is important to also compare and contrast research methodology, thus you will need to use BOTH the 2005 and 2006 CERT documents. Also, when choosing your studies, it is important to choose surveys that discuss methodology in enough detail that it can be included in your evaluation and comparison.

TO SUMMARIZE, your paper will review TWO security studies. This can be one of the 'academic' studies (Carnegie Mellon University study mentioned in Section 11.1 of the text), a government study, a private organization study (Computer Security Institute) and/or a consulting firm (mentioned above).

In the paper, you are to BRIEFLY discuss the major themes of each survey and identify similarities and discrepancies. Comparison tables to summarize points at a glance will be particularly welcome. The paper should be 8-11 pages, but no longer than 13 pages, double line spacing, 1" margins, and 12 pt Times New Roman font. Indeed books have been written on this topic; one of the challenges here is synthesizing, analyzing and presenting your findings in a concise manner.

You must use APA format to document any citations. The references page does NOT count in the page limit. You do not need a title page or an abstract, but if you include them, they will not count in the length. Tables, charts or graphics DO count in the page limit.

GRADING

15 points

6 points -- Discussion of themes in each of the reviewed surveys, including selection of relevant security surveys

5 points -- Comparison, contrast and analysis of the surveys, both findings and methodologies employed

4 points -- Writing, Proper documentation and citations (APA format)

DESCRIPTION

The final paper is a traditional research paper in which you will assess and analyze the impact of the Internet on a given industry sector or management function.

The precise points covered in your paper remain relatively open. You will, however, want to address the following basic question:

1. What has changed for {Insert SECTOR/MANAGEMENT FUNCTION} since the rise of the Internet?

The converse of this question, of course, is 'What has not changed?'-- which might be worthy of addressing as well.

Research will be CRITICAL for this paper. Some of you may be intimately familiar with the assigned sector or management function; however, personal anecdotes should not form the cornerstone of your argument. Indeed, this is not an essay and not a position paper, it is a research paper.

As with almost any paper topic, one could likely write a book on this subject--indeed it is likely that someone has. The paper thus provides the opportunity to exhibit your ability to research, analyze and synthesize, but also to organize and be PRECISE in writing.

The nuts and bolts:

Suggested length: 12-15 pages of main text (title page, abstract, references do not count; any tables, figures or graphics DO count)
Minimum/Maximum length: 'Minimum' is a difficult call, but I would expect that a good paper would need the full 12 pages to develop the subject. The absolute maximum is 20 pages.

Editing: PLEASE spend time editing. I would almost suggest as much time editing as time spent researching or writing the first draft--although in practice this is difficult to achieve.

References and documentation: We have spent quite a lot of time this term on APA format and reference style. You must cite all instances of data and all direct quotes. Failing to do so will render a paper below the Graduate School minimum standard and thus will earn 'at best' a 'C' on this final project.

Other 'format' issues: As I have no doubt mentioned previously, APA format for the entire paper (running headers and the like) is not required. When I refer to APA format I mean only citations, both in-text and in the end-of-paper references list. Otherwise, all papers should be written in New Times Roman, 12 point font, double spaced with 1" margins. Time frame: although we are devoting two full weeks at the end of the term to this paper, I would STRONGLY suggest that you begin the research and the writing of the paper earlier in the semester. Often a paper will benefit IMMENSELY from 'sitting' a few days or a week, when you can look at the paper with 'fresh eyes', rather than writing the entire paper in a rush in the final ten days of class.

Questions: if you have questions, please ask.

Topics: Last, but not least, as mentioned above the focus of the paper is the impact of the Internet on an industry sector or management function. This semester, you have a choice between the following:

Government

Human Resources

'Government' is obviously very broad. I am not referring to a specific government or government agency, but government in general. You may choose to focus on federal/national government or local government, but again NOT on a specific locality (city, state, and village).

'Human Resources' as a management function is also broad, but not as broad as government. There should be more than enough information, ideas and data to write a thorough treatment of the impact of the Internet on HR.

GRADING

9 points - Quality and relevance of research, including diversity of sources

8 points - Critical analysis and synthesis of research, balanced discussion of the various points of impact of the Internet on the given sector/management function

8 points - Writing, Documentation

Topic/Themes: APA Exercise: Annotated Bibliography Due Date: 10/22/07

NOTE: This assignment is NOT submitted to the Assignments Folder. You will post each of your TWO annotated bibliography submissions in a separate MAIN TOPIC within this week's conference.

Exercise:

Use the UMUC online library to find TWO articles on any m-commerce topic. At least ONE of the articles must be a RESEARCH article from an academic journal.

The second article may be from an academic journal or journal such as Sloan Management Review, California Management Review or Harvard Business Review. You may NOT use newspaper articles or articles from 'trade' magazines. If you have any questions about the type of article or journal, please post a message here (see below for more info on this issue).

M-commerce topics might include:

**telemedicine

**support for mobile workers

**location-based advertising or any other topic discussed in this week's chapter.

You are to write an ANNOTATED BIBLIOGRAPHY entry for EACH article to be submitted here as NEW MAIN TOPIC in this Conference. EACH article should be a separate MAIN TOPIC with the Title as the title of the article. The format for the bibliographic entry should be in APA style. In the case of articles with an abstract, please note that this exercise is NOT simply copying the abstract.

Please follow these directions, do NOT submit your annotated bibliography as a reply to this message. You should create a NEW MAIN TOPIC. Reply should be used to ask questions ONLY.

For more information on writing annotated bibliography entries, please see these sites:

How to Prepare an Annotated Bibliography, Cornell University:

<http://www.library.cornell.edu/olinuris/ref/research/skill28.htm>

Writing an Annotated Bibliography, University of Toronto:

<http://www.utoronto.ca/writing/annotatebib.html>

Annotated Bibliography Pages, Purdue University:

http://owl.english.purdue.edu/handouts/general/gl_annotatedbib.html

Feel free to comment on your peers' posts as desired (but not required). You should read ALL the annotated bibliography posts (not the original articles, just the posts here). Should you identify errors in APA format, please post a follow-up.

Topic/Themes: Strategic Planning Tools Assignment: SWOT Due Date: 12/3/07
Description:

DESCRIPTION

In this assignment you are to complete a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of Sears, Roebuck and Company in 1999 as the company made a commitment to becoming a 'brick-and-click' organization (Case 14.2: EC Application, p. 594 of the textbook). Please note that no facts or data from post-1999 are relevant to this analysis.

Only the basic SWOT 2x2 matrix is required. Devising a strategic implementation plan by matching Strengths and Opportunities (S:O), etc. is the logical next step, but this is beyond the scope of this exercise.

Additional research WILL be necessary in completing this analysis. You MUST include a list of all sources consulted in APA format. List only those sites that actually contribute to the analysis, NOT merely a list of all sites visited.

In addition to the description SWOT analysis in the text there are also many websites with additional information. Among them are:

QuickMBA.com: <http://www.quickmba.com/strategy/> (with links to SWOT)
Marketingteacher.com: <http://marketingteacher.com/> (check under Quick Links, SWOT page includes several examples of prominent companies)

As awkward as it may seem, you MUST retain APA format in-text citations and a references list in this exercise. You may create this SWOT in table (2x2) format using bullet points.

Please keep in mind that the instructor is here to help you through this process. Post any questions about this assignment in the conference.

GRADING

12 points total

9 points - Comprehensiveness/detail, appropriateness to Sears and the time frame given, proper classification
3 points - APA citation format

3. What sorts of development tools/management utilities, if any, appear to be integrated into the platform? How might they add value to the players?

Topic/Themes: co2e.com Case Questions Due Date: 10/8/07

DESCRIPTION

Please use the co2e.com template attached to this week's conference.

You are to analyze the site and respond to the following points or questions:

1. Describe the basic premise and the major players in this B2B exchange.
2. What motivates each of the major players to participate in the exchange?
3. What sorts of development tools/management utilities, if any, appear to be integrated into the platform? How might they add value to the players?

Course Schedule

WEEK 1: Sept. 4-10

Overview of the Course and e-business. Topic and readings: Overview of Electronic Commerce (Chapter 1). Preliminary work. Complete bio. Complete tutorials available in the Week 1 conference. Complete APA self-check exercise (see conference). Read all general UMUC Modules in Course Content (called 'Read Me First'). Download 'Encyclopedia Britannica' case THIS WEEK for next week's work (available via the link under Reserved Readings).

WEEK 2: Sept. 11-17

Topics and Readings: E-Marketplaces: Structures, Mechanisms, Impacts (Chapter 2).

Case Discussion. Read Harvard Business School Case 'Encyclopedia Britannica'. Discussion will occur either in a whole class format or in smaller groups as directed in the Week 2 conference.

WEEK 3: Sept. 18-24 Topics and Readings: E-Marketplaces: Structures, Mechanisms, Impacts (continued).

Case Discussion: wikipedia/wikinomics. See Conference for additional instructions. Brief written responses to case questions are due this week to the Assignments Folder.

WEEK 4: Sept. 25 - Oct. 1 Topics and Readings: Retailing B2C: Products & Services (Chapter 3). See discussion questions in this week's conference. Next week there are three chapters due, so you may want to be looking ahead.

WEEK 5: Oct. 2-8 Topics and Readings: B2B E-Commerce- Selling and Buying in Private e-Markets (Chapter 5). Public B2B Exchanges and Support Services (Chapter 6). E-supply chains, Collaborative Commerce, Intrabusiness EC and Corporate Portals (Chapter 7). Brief written responses to case questions are due this week to the Assignments Folder.

WEEK 6: Oct. 9-15 Topics and Readings: Consumer Behavior, Market Research, and Advertisement (Chapter 4). Case discussion: craigslist.org. Participate in class discussion in this week's conference.

WEEK 7: Oct. 16-22 Topic: Mobile Commerce and Pervasive Computing (Read Chapter 9). Assignment: see this week's conference. Investigate specific uses of mobile technology and complete the Annotated Bibliography exercise in this week's conference.
No conference discussion this week.

WEEK 8: Oct. 23-29 Topic: E-Security (Chapter 11).
Two articles (available under readings in Course Content):
Vijayan, J. (2005, August 8). Targeting the enemy within. Computerworld, 23.
Yuan, L. (2005, June 1). Companies face system attacks from inside, too. Wall Street Journal (Eastern edition), B1.
You will be developing an 8-11 page paper for this assignment, based upon the most recent editions of two e-security surveys (see Conference for page numbers in text). See Project Description in Syllabus for details on this paper. Submit as an attached document to the Assignments folder.

WEEK 9: Oct. 30 - Nov. 5 Work on E-security paper (continued)

WEEK 10: Nov. 6- 12 Topic: Legal, Ethical and Societal Impact of EC
Read: Chapter 17 and the e-government section of Chapter 8 (pp.330-339)
Respond to discussion question in the conference

WEEK 11: Nov. 13-19 Topic: Legal, Ethical and Societal Impact of EC
Internet Use and Abuse in the Workplace. See discussion questions in this week's conference.

WEEK 12: Nov. 20-26 Thanksgiving week free but also look ahead to the final three weeks

WEEK 13: Nov. 27 - Dec. 3 Topic: E-commerce Strategy and Global EC (Chapter 14).
Read 'Strategy and the Internet' by Michael Porter (under Reserved Readings). See Discussion Topic in this week's conference.
Strategic Planning Tools/SWOT assignment due this week (see conference and project descriptions).

WEEK 14: Dec. 4-10 Final Project (week 1)

Topic: Impact of the Internet on...

See conference and project description for complete instructions.

WEEK 15: Dec. 11-17 Final Project (week 2)

Topic: Impact of the Internet on...

Final Project due by December 17th. Submit to the Assignments Folder.