

# INFS 640/EC 511 - Introduction to Electronic Commerce

## *Dr. Larry Kerschberg, Instructor*

### INFS 640 Course Schedule, Topic & Readings [Last updated: January 27, 2008]

Class Date	Topic	Assignment
<b>01/28/2008</b>	Introduction, Syllabus, Introduction to E-Commerce Concepts	Read EC-LT: Chapters 1-2
<b>02/04/2008</b>	Ch 1 & 2 -Revolution is Just Beginning and E-Commerce Business Models and Concepts	Read EC-LT: Chapter 3
<b>02/11/2008</b>	Web 2.0 Topics, Research Paper and Project Requirements	Papers & Notes; Read EC-LT: Chapter 3  <b><i>Homework 1 Due</i></b>
<b>02/18/2008</b>	Ch 3: The Internet and World Wide Web: E-Commerce Infrastructure	Research Paper Title Due; Read EC-LT: Chapter 4
<b>02/25/2008</b>	Ch 4: Building an E-Commerce Site	Project Topic Due and Team Members; Read CBMG Paper  <b><i>Homework 2 Due</i></b>
<b>03/03/2008</b>	E-Commerce Performance	Read EC-LT: Chapter 5
<b>03/10/2008</b>	<b>Spring Break - No Class</b>	
<b>03/17/2008</b>	Customer Behavior and CBMG	Read EC-LT: Chapter 5
<b>03/24/2008</b>	Ch 5: E-Commerce Security & Encryption	Read EC-LT: Chapter 5
<b>03/31/2008</b>	Ch 5: E-Commerce Security & Encryption	Read EC-LT: Chapter 6 & 7  <b><i>Homework 3 Due</i></b>
<b>04/07/2008</b>	Project Progress; Online Payment Systems	Read EC-LT: Chapter 7
<b>04/14/2008</b>	B2C & B2B Marketing and Branding Strategies	Read EC-LT: Chapter 8
<b>04/21/2008</b>	E-Commerce Marketing and Web Analytics	
		<b>Project files due on 4/21</b>

<b>04/28/2008</b>	Project Presentations	<b>Project mes due on 4/21 @11:55 PM.</b>
<b>05/05/2008</b>	Project Presentations	
<b>05/12/2008</b>	Final Exam (In class portion).	Take Home Portion Due.