

INFS 640 Spring 2008 Course Syllabus [Last updated: January 28, 2008]

Course Information	
Course title:	Introduction to Electronic Commerce
Course number:	INFS 640, Section 001
Course discipline:	Internet technologies
Course description:	<p>Course Overview</p> <p>The Internet and the World Wide Web are revolutionizing the way people, businesses and governments transact business via electronic commerce. This process is just beginning and will have enormous impact on our activities and the way we relate to people and organizations. This course will examine the major technologies and trends that enable E-Commerce, including the Internet, security, software and hardware architectures, policy and social/economic issues.</p> <p>Topics Covered</p> <p>The topics covered correspond to those chapters in the textbook, "<i>E-commerce: business, technology and society</i>, Third Edition" by Kenneth C. Laudon and Carol Guercio Traver. There will be additional readings made available through GMU's Digital Library, including articles from the ACM and IEEE Digital Libraries, and supplemental material presented during class sessions.</p> <ol style="list-style-type: none"> 1. E-Commerce Business Models and Concepts 2. E-Commerce Infrastructure: The Internet and World Wide Web 3. Web 2.0: Evolution & Technologies 4. Building an E-Commerce Web Site 5. Security and Encryption 6. Consumer Behavior Models 7. E-Commerce Payment Systems 8. E-Commerce Marketing Techniques 9. E-Commerce Applications: Business-to-Consumer, Consumer-to-Consumer, Business-to-Business, Digital Government, Marketplaces, and Communities.
Course dates:	January 22 through May 12, 2007
Location:	Robinson B205
Meeting day & time:	Mondays, 4:30 to 7:10 PM. Please arrive at class on time. We will try to start on time, have a short break in the middle of each class session, and try to finish promptly at 7:10 PM.
Prerequisite(s):	SWE 510, INFS 501, 515, and 590, or equivalent
WebCT	http://webct41.gmu.edu , INFS640-001-S08
Instructor Information	
Name:	Larry Kerschberg, Ph.D. http://mason.gmu.edu/~kersch/

Emails:	Please use WebCT email for all course communications
Office location:	Science and Tech Building 2, Room 459
Office hours:	Mondays and Tuesdays, 3:00-4:00 pm, or by email appointment
Phone:	703-993-1661
Teaching Assistant (TA):	Mr. Hanjo Jeong

Grading Policy

Student grades will be determined based on class participation, homework assignments and papers, a project and a final exam:

Component	Weight
Class participation (in class, WebCT online discussion, etc)	10%
Homeworks	15%
Research Paper on an E-Commerce Topic	25%
E-Commerce Project	30%
Final Exam	20%

Grading Guidelines:

Some assignment components are evaluated *subjectively*:

A: *consistently above and beyond* the course/assignment requirements

B: *meets and occasionally exceeds* the course/assignment requirements

C: *minimally meets* the course/assignment requirements

F: *fails* to meet the course/assignment requirements

Some assignment components are evaluated *objectively*:

A+ : 96-100%

A : 92-95 %

A- : 90-92 %

B+ : 86-89 %

B : 80-85 %

C : 70-79 %

Honor Code

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All work performed in this course will be subject to [GMU's Honor Code](#). Students

Objectives and Goals:	are expected to do their <i>own work</i> in the course unless a group project is approved by the instructor. In papers and project reports, students are expected to <i>write in their own words</i> , rather than cutting-and-pasting from sources found on the Internet. If you do use material from books, articles, and the Web, enclose the material in quotes and provide a reference . If a paragraph is used then it should be indented in the text (both left and right margins). [See Format below]
Textbooks	
Required Textbook:	<u>E-Commerce : business. technology. society, Third Edition.</u> , Kenneth C. Laudon and Carol G. Traver, Pearson Prentice Hall, Inc., 2007.
Recommended reading:	<p><u>E-Business Technologies: Supporting the Net-Enhanced Organization</u>, Craig van Slyke and France Bélanger, Wiley, 2003</p> <p><u>Developing Web Applications, Ralph Moseley</u>, John Wiley & Sons, Ltd., 2007.</p> <p><u>Information Architecture for the World Wide Web, Third Edition</u>, Peter Morville and Louis Rosenfeld, O'Reilly Media Inc., 2006.</p> <p><u>Scaling for E-Business</u>, Daniel A. Menascé and Virgilio Almeida, Prentice-Hall, 2000.</p>
Assignments	
Format	Plain text, PDF, HTML, MS Word, are all accepted, but PDF preferred . <i>Upload all assignments to WebCT</i> . Papers should be formatted double-space, 10 or 12 point font, 1" margins. Use <i>Chicago Manual of Style</i> for guidance on citation style, usage, etc. (Don't buy the big CMS. See the smaller <i>A Manual for Writers</i> by Kate Turabian).
Writing Style	<p>When grading papers, I generally assign 40% to the <i>quality and thoroughness</i> of the description, discussion, or explanation of the specific topic; <i>examples and diagrams to clarify the text are strongly encouraged</i>. Another 40% is assigned for the discussion of <i>relevance to E-Commerce</i> concepts and technologies. That is, the paper must make clear its relevance to E-Commerce. The final 20% relates to the <i>quality and proper use of references</i>. Reference other work within the text of your paper, and list the references at the end of the paper in a bibliography. Proper references are essential for crediting the work of others, and to help your readers locate the referenced material. See cs.gmu.edu/~menasce/papers/cmg00.pdf for one example of how to cite and list references.</p> <p>You are encouraged to download the EndNotes Program (free to GMU students) which automatically formats references in conjunction with MS Word. Assume that the audience for your paper is an intelligent reader with computer knowledge who is not familiar with your specific paper topic.</p> <ul style="list-style-type: none"> • Do not use slang or colloquialisms; some readers whose first language is not English may not understand phrases such as "the system was wedged" • Do not misuse terms nor use terms whose meanings are not clear, like "increased exponentially", or "steep learning curve" • Check your grammar and spelling; if you need help expressing yourself, get help from GMU's Writing Center at http://writingcenter.gmu.edu <i>Read the paper aloud to yourself</i> or to a friend to help you identify misused words and phrases.

- Avoid jargon. Explain and reference concepts critical to your topic.
- Expand NTAs [Non-Trivial Abbreviations] upon first use
- Avoid meaningless marketing terms (like "seamless integration")
- Read <http://ftp.digital.com/pub/DEC/SRC/publications/levin/SOSPhowto.html> for some useful guidance on writing technical papers

Specific Assignments and Due Dates

Class Participation	Contribute to the in-class discussions, participate in online discussion topics posted on WebCT
Homeworks	<ol style="list-style-type: none"> 1. E-Commerce Web Site Review (Due February 11, 2008) 2. E-Commerce Travel Reservation & Critique (Due February 25, 2008) 3. Customer Behavior Model Graph (CBMG) Interpretation (April 14, 2008) <p>(detailed homework requirements will be provided in class and on WebCT)</p>
Research Paper	<p>An analysis and discussion of a current social, economic, or technical issue in E-Commerce. Approximately 10-15 pages, use at least 3 major topic sources (books, research articles, web sites).</p> <ul style="list-style-type: none"> • Detailed paper requirements will be provided in class and on WebCT • Due Date: March 31, 2008
Project	<p><i>Implement and demonstrate a model Web 2.0 E-Commerce system.</i></p> <ul style="list-style-type: none"> • Detailed project requirements will be provided in class and on WebCT • Due Date: April 28, 2008