INFS 640 Introduction to Electronic Commerce
Syllabus

Course Overview

The Internet and the World Wide Web, simply referred to as the Web, are revolutionizing the way people, businesses and government 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 trends in electronic commerce (e-commerce), including the Internet, security, architectures, policy and social issues.

Topics Covered

The topics covered correspond to those chapters in the textbook, "E-commerce: business, technology and society" by Kenneth C. Laudon and Carol Guercio Traver. There will be additional reading made available through GMU's Digital Library, primarily articles from the ACM and IEEE digital libraries.

- E-commerce Business Models and Concepts
- E-Commerce Infrastructure: The Internet and World Wide Web
- Building an E-Commerce Web Site
- Security and Encryption
- E-Commerce Payment Systems
- E-Commerce Marketing Techniques
- Ethical, Social and Political Issues in E-Commerce

Grading Policy

Student grades will be determined based on class participation, two homework assignments, a midterm exam, a final exam and a group project.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Homework Assignments</td>
<td>25%</td>
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<tr>
<td>Midterm Exam</td>
<td>20%</td>
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<td>Final Exam</td>
<td>20%</td>
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<tr>
<td>Group Project</td>
<td>15%</td>
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<td>Project Presentation</td>
<td>10%</td>
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<tr>
<td>Class Participation</td>
<td>10%</td>
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Honor Code

All work performed in this course will be subject to GMU's Honor Code. Students are expected to do their own work in the course. In the group project, students are expected to write their reports in their own words, rather than cutting-and-pasting from sources found on the Internet. If you do use material from books, articles and the Web, please 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).

Class Projects

Students will from small groups to explore topics related to E-Commerce and E-Business. Several topics are given below as suggestions, but students may propose their own. The goal is to explore a topic in depth, discuss the e-commerce drivers and critical success factors. Students may also plan to implement a small prototype related to their project.

Topics for the class projects

- In-depth analysis of e-commerce sites such as Amazon, eBay, Expedia, etc.
- Architectures for E-Commerce.
- New Emerging Opportunities for E-Business.
- Business Intelligence and Customer Relationship Management.
- Digital Government: Government to Citizen (G2C), Government to Government (G2G), Government to Business (G2B).
- Standards for E-Commerce: XML, ebXML, workflow, etc.
- Web Services for Online E-Commerce (see Amazon Web Services).
- Consumer Behavior on Web Sites.
- Digital Media and E-Commerce
- Intellectual Property and the Internet
- Intelligent Search Technology and Personalization (see Google Ads)
- Invent your own topic.