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Spring 1-2016

### BMIS 478.01: Electronic Commerce - A Managerial Perspective

Clayton A. Looney

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**Course Information**

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Day/Time:	TR 12:40 – 2:00 pm
Venue:	Gallagher Business Building 119
Credits:	3
Grading Mode:	Traditional letter grade
Pre-requisites:	Students must have completed all lower core courses
Final Exam:	None

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**Professor Information**

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Professor:	Dr. Clayton A. Looney
E-mail:	<a href="mailto:clayton.looney@umontana.edu">clayton.looney@umontana.edu</a>
Office:	Gallagher Business Building 310
Office Hours:	By appointment

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**Mission Statement and Assurance of Learning**

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The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted the following learning goals for our undergraduate students:

**Learning Goal 1:** SoBA graduates will possess fundamental business knowledge.

**Learning Goal 2:** SoBA graduates will be able to integrate business knowledge.

**Learning Goal 3:** SoBA graduates will be effective communicators.

**Learning Goal 4:** SoBA graduates will possess problem solving skills.

**Learning Goal 5:** SoBA graduates will have an ethical awareness.

**Learning Goal 6:** SoBA graduates will be proficient users of technology.

**Learning Goal 7:** SoBA graduates will understand the global business environment in which they operate.

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**Course Description**

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This course provides a comprehensive presentation of the concepts, technologies, and tools necessary for designing and implementing information systems that support global electronic commerce (e-commerce) initiatives. The primary objective is to familiarize students with the current literature related to e-commerce including infrastructure architectures, security, emerging business models, and designing interactive websites to enhance usability.

In addition to developing a core understanding of the issues surrounding e-commerce, student teams will participate in a semester-long project, where they will either build a Web-based application or conduct a detailed study related to e-commerce. Teams will present their work to the professor and their classmates at the end of the semester.

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### Teaching Philosophy

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The primary objective of this course is to develop knowledge and skills to assist students in their upcoming careers. The professor will make every attempt to tailor course materials and the classroom setting to a real-world business environment. Students should come to sessions prepared to discuss relevant issues, proactively participating in the learning experience. A variety of learning techniques will be employed during class time including lectures, in-class discussions, hands-on exercises, videos, guest speakers, and labs.

The professor prefers to interact with students in a professional manner. The professor views his relationship with the student as a typical relationship between a consulting manager and new consultant, where the consulting manager is responsible for providing the necessary tools for developing the required skills needed in the new consultant.

Should students have any questions concerning the course material, the professor welcomes students to visit during office hours, schedule an appointment, and/or communicate with the professor via electronic mail. The professor will make every reasonable effort to assist students in the learning experience and respond to student inquiries.

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### Optional Materials

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#### Textbook

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*Electronic Commerce*, 11<sup>th</sup> Edition, Gary P. Schneider, Cengage Learning. ISBN-13: 9781285425436

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### Required Materials

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#### Moodle

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The professors make extensive use of the Moodle course management system, which can be accessed at <http://umonline.umat.edu/>. Course materials (assigned readings, lecture slides, assignments, grades, etc.) will be posted on Moodle. If you experience difficulties accessing Moodle, please visit the help desk (located in GBB 209) for assistance.

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### Course Grading

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Student performance will be measured along three (3) distinct achievement criteria, broken down as follows:

<i>Criterion</i>	<i>Percentage</i>	<i>Points</i>
Midterm Examinations (2)	50.0%	100
Team Project	30.0%	60
Quizzes (8)	20.0%	40
	<b>100.0%</b>	<b>200</b>

Grades will be conferred on a  $\pm$  basis and comply with the ranges shown below. Please note that the School of Business Administration requires students to attain a C- or better in all upper-division classes to receive a passing grade.

<i><b>Overall Points</b></i>	<i><b>Overall Percentage</b></i>	<i><b>Letter Grade</b></i>
points $\geq$ 186	pct $\geq$ 93%	A
185 $\geq$ points $\geq$ 180	93% $>$ pct $\geq$ 90%	A-
179 $\geq$ points $\geq$ 174	90% $>$ pct $\geq$ 87%	B+
173 $\geq$ points $\geq$ 166	87% $>$ pct $\geq$ 83%	B
165 $\geq$ points $\geq$ 160	83% $>$ pct $\geq$ 80%	B-
159 $\geq$ points $\geq$ 154	80% $>$ pct $\geq$ 77%	C+
153 $\geq$ points $\geq$ 146	77% $>$ pct $\geq$ 73%	C
145 $\geq$ points $\geq$ 140	73% $>$ pct $\geq$ 70%	C-
139 $\geq$ points $\geq$ 134	70% $>$ pct $\geq$ 67%	D+
133 $\geq$ points $\geq$ 120	67% $>$ pct $\geq$ 60%	D
119 $\geq$ points	60% $<$ pct	F

### **Examinations (50%)**

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Two examinations will be given during the course of the semester. Both exams are worth 100 points (50 points each), or 50% of your course grade. The examination will cover material presented in the assigned readings, lectures, classroom discussions, and in-class exercises. Examinations are a combination of multiple choice, True/False, and essay questions.

Students must take exams at their regularly scheduled dates and times unless they can provide documentation of an extenuating circumstance. Extenuating circumstances include (1) University-approved absences, (2) health emergencies, (3) civil service such as military duty or jury duty, and (4) other emergencies deemed appropriate by the professors. In all cases, the professor must be notified prior to the exam.

Here are some additional rules to be aware of:

- Examinations are closed-book, meaning that study materials such as textbooks, notes, lecture slides, or websites cannot be used while completing the examination.
- Classroom doors will be locked precisely when class starts. If you arrive late for an examination, you will not be allowed into the classroom and will receive an automatic zero.
- While completing the examination, students may not leave the classroom for any reason. Doing so will result in the conclusion of the student's examination.
- Students must bring their UM Griz Cards to all examinations.
- Only pre-approved, paper, foreign language dictionaries are allowed.
- No hats or personal electronic devices are permitted during exams.

### **Team Project (30%)**

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The primary purpose of the team project is to provide an opportunity for each student to gain experience working with e-commerce systems and develop team-oriented skills. Each team will consist of 4 or 5 students, depending on class size. Teams will be formed by the students based on

common interests. Teams must be formed by the third week of class. If a particular student wishes to be assigned to a team, please inform the professor.

Based on particular student interests and talents, teams may propose to conduct their work in one of the following areas.

- Prototype development – teams will design and implement a system related to e-commerce.
- Research project – teams will conduct an in-depth analysis of a topic related to e-commerce. Some potential projects could include:
  - Analysis of electronic commerce business models, business strategies, and/or best practices associated with a particular industry.
  - Analysis of an emerging technology related to electronic commerce.
  - Case study focusing on a particular company and/or industry conducting electronic commerce.

The scope of the project should be kept as tightly controlled as possible. Requirements and deliverables for each team project will be decided collaboratively between the team and the professor. The professor will evaluate project deliverables, with an emphasis placed on meeting (and exceeding when possible) requirements.

The team project will consist of three main deliverables as follows:

1. **Project Proposal (not graded).** Each team will submit a formal, written proposal of the team project. This deliverable should specify the importance of the project, document the work the team intends to accomplish, and specifies what the team intends to deliver at the end of the project. Each team will submit a proposal to the professor, who will offer guidelines and suggestions to the team before they proceed in the undertaking.
2. **Project Presentation and Deliverables (75 points).** Toward the end of the semester, each team will present its project to their classmates and the professor during a class session. Project deliverables will vary depending upon the particular team project. For instance, an in-depth analysis of electronic commerce business models may require a 4,000 word paper, whereas a prototype may require documentation (e.g. user guide, source code) related to the application. Specific deliverables will be agreed upon between the team and the professor.
3. **Peer Evaluation (points vary):** Students are required to submit a peer evaluation at the end of the semester. Each student will be asked to rate how well each of their team members performed on the project. Peer evaluations will be based on participation, contribution, willingness to help, and quality of work. All peer evaluations will be kept confidential. If desired, students may submit peer evaluations in a sealed envelope to ensure confidentiality.

Peer evaluations will be used as a basis for adjusting individual scores on team projects. Each team project will be given a total team score. For each student, scores will be adjusted based on the quality of evaluations that the professor receives from the student's teammates. Students receiving the highest marks on their evaluations will be eligible for 100% percent of the team score. In contrast, students who receive sub-optimal evaluations will be eligible for only a percentage of the team score. For example, a student who puts forth an 80% effort on a team project will only receive 80% of the team score for that project. Therefore, it is extremely important that students fully participate in team projects.

## **Quizzes (20%)**

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Eight (8) quizzes will be given during the semester. Quizzes are worth 5 points each (30 points total), representing 20% of your course grade. The quizzes will cover material presented in the assigned readings. Quiz questions will be a combination of multiple choice and True/False.

The same policies for examinations (e.g., make-up examinations, late arrival, UM Griz Cards, etc.) also apply to quizzes (please refer to Examinations section above).

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## **Expectations for Professional Conduct**

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Beyond imparting the course material, the professor strives to prepare students to become business professionals. Consequently, the professors expect students to exhibit professional behavior at all times. Students should treat class sessions like actual business meetings and conduct themselves according to the SoBA Code of Professional Conduct, which can be accessed at the following website:

<http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>

Students enrolled in SoBA, as well as SoBA faculty and staff, pledge to uphold these values. Students are expected to be familiar with the SoBA Code of Professional Conduct and adhere to each value. Students who fail to follow the guidelines may lose attendance credit and/or be asked to leave the class.

### **Academic Misconduct**

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All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, “Students at the University of Montana are expected to practice academic honesty at all times.” (Section V.A., available at [http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php)). It is the student’s responsibility to be familiar the Student Conduct Code.

The School of Business Administration endorses academic honesty as a pillar of integrity crucial to the academic institution. Academic honesty is an important step towards developing an ethical backbone needed in a professional career. Failure to practice academic honesty is considered academic misconduct. Academic misconduct will be penalized to the fullest extent. Students are expected to:

- Be knowledgeable of activities that are considered academic misconduct, as defined in section V.A. of the UM Student Conduct Code,
- Practice academic honesty on all exams, quizzes, homework, in-class assignments, and all other activities that are part of the academic component of a course,
- Encourage other students to do the same.

Confusion may arise in what is and is not academic misconduct. Students should ask if they are unsure if a behavior will be viewed as academic misconduct. A good rule of thumb is that any credit-earning activity in a course should represent the true skills and ability of the person receiving the credit. A partial list of situations that are considered academic misconduct is in the SoBA Professional Code of Conduct. If at any point a student is unsure whether a particular activity is permissible, that student should contact the instructor before doing so.

## Attendance

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As with any business profession, attendance is extremely important to succeed. Attendance is mandatory, meaning that students are expected to attend all class meetings and complete all assignments for this course. Class will start on time. Students must be seated when class begins.

Attendance will be taken on a random basis. The professors may take attendance at any time during the class session. ***Students are considered to be in attendance (or absent) when the professor takes attendance.*** If you are not in your assigned class seat when attendance is taken, you will not be given credit for attending that day. If you need to leave class early, which is not recommended, please notify the professor at the beginning of class. Failure to do so may result in the loss of attendance for that day.

The professors understand there will be times when personal issues, such as medical issues and family emergencies, are unavoidable and take priority. Therefore, ***each student will be allowed three (3) absences without penalty.*** Students do not need to contact the professors to explain an absence. If you are absent, it is your responsibility to obtain missed material from your peers, so establish contact with other students in the class immediately.

Since students are allowed three absences, there is no such thing as an “excused” absence. If for any reason (including health issues supported by a doctor’s note) more than three absences occur during the course of the semester, the student may receive a penalty at the professor’s discretion.

If a student is absent for an exam or other activity for which points are earned, no make-up will be available. Nonetheless, the professor may consider, for example, an official doctor’s note (the veracity of which may be checked by a phone call to the writer of the note) as sufficient reason for a student to make up missed exams or other gradable activities when it can be accomplished in a manner consistent with the educational goals of this course.

## Electronic Mail Communications

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Faculty may only communicate with students regarding academic issues via official UM electronic mail (e-mail) accounts. Accordingly, students must correspond with their professors using authorized UM accounts (e.g., umconnect.edu). E-mail received from non-UM accounts may be flagged as spam and deleted without further response. Due to privacy and security issues, ***confidential information (including grades and course performance) will not be discussed via e-mail.***

The professor will try to be timely when responding to e-mail messages. If you send an e-mail during normal business hours, you will almost always receive a response within one business day. However, messages must be well-written and grammatically correct. Furthermore, messages should begin with a proper salutation and end with a thank you. Be sure to include your full name when communicating with the professor via e-mail.

Written communication skills are extremely important to succeed in business. Therefore, students should be aware that the professors will reject e-mails that do not comply with the above specifications. In particular, the professors will not respond to your inquiry directly, but rather advise you to reformat and resubmit the correspondence. As a result, sending unacceptable e-mails will impair your ability to receive a timely response.

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## Personal Electronic Devices

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It is considered rude, distracting, and unprofessional to use personal electronic devices (e.g., cell phones, iPads, iPods) during business meetings. Therefore, personal electronic devices are prohibited during class. Putting your device, for instance, on “vibrate” or “silent” mode is insufficient, as it is difficult to avoid the temptation to check your device. ***Prior to entering the classroom, turn off and stow all personal electronic devices. Keep your devices off at all times.***

For each offense, students will lose attendance credit for that day. Repeat offenders will also receive a one full letter grade deduction on the next exam. Students using a personal electronic device during and exam or quiz will automatically receive a score of zero and be subject to an academic misconduct review.

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## Student Resources

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### Writing Center

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For students who wish to improve their written communication skills, the Writing Center offers free, one-on-one tutoring to undergraduate and graduate students in all disciplines. The center provides “a comfortable environment where students can engage in supportive conversations about their writing and receive feedback on their works in progress. Our professional tutors help students at any point during a writing process and with any writing task.” For additional information, please visit the Writing Center’s website at <http://www.umt.edu/writingcenter>.

### Disability Services for Students

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Students with disabilities may request reasonable modifications by contacting the professor. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications. For other options, please refer to <http://www.umt.edu/disability>.

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## Drops and Incomplete Grades

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This course follows published university policies, which can be found at the following website, on drop dates and incomplete grades <http://www.umt.edu/registrar/students/dropadd.php>. After 45<sup>th</sup> instructional day, students must petition to drop the course. Please note drops are not allowed unless an extraordinary circumstance (e.g., illness) beyond the student’s control prevails. Circumstances must be fully documented and acceptable to the professor. ***Low grades or their consequences are not an acceptable reason for a petition approval.***

Regarding incomplete grades, the university catalog states: “Incomplete grades are not an option to be exercised at the discretion of a student. In all cases it is given at the discretion of the instructor within the following guidelines. A mark of incomplete may be assigned students when (1) the student has been in attendance and doing passing work up to three weeks before the end of the semester, and (2) for reasons beyond the student's control and which are acceptable to the instructor, the student has been unable to complete the requirements of the course on time. ***Negligence and indifference are not acceptable reasons.***”



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## **NetID Password**

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All students must change their NetID passwords at least every 365 days. Otherwise, passwords expire for security purposes. If your password expires, you will be unable to access the course materials posted on Moodle. Therefore, students are encouraged to change their passwords at the beginning of the semester to avoid any potential logon issues. Students can change their passwords online at <http://onestop.umt.edu>. To maximize security, students are encouraged to create complex passwords including a combination of alpha, numeric, and symbolic characters (minimum of six characters).

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## **Grievance Procedures**

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Although conflicts between students and professors are rare, they do occasionally occur. Please be aware that the standard operating procedure for dealing with such conflicts within the School of Business Administration is as follows:

1. Try to resolve the conflict directly with the professor.
2. If you feel that the conflict cannot be resolved between yourself and the professor, contact the Chair of the Management Information Systems department, Dr. Lee Tangedahl.
3. If, after speaking with the department chair and the professor, you still feel that the conflict has not been resolved, contact the Associate Dean of the School of Business Administration, Dr. Terri Herron.

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## **Course Schedule**

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Since the course schedule is tentative and subject to change throughout the semester, it has been posted as a separate document on Moodle. The course schedule can be located on Moodle under *Course Schedule*. Please refer to the course schedule on a weekly basis to stay abreast of upcoming course events, lecture materials, and assigned readings.