**York University**

**Faculty of Liberal Arts and Professional Studies**

**Administrative Studies**

**Fall 2019**

**COURSE OUTLINE**

**COURSE:**

**AP/ADMS3521 3.0 Section A Management of Electronic Commerce Systems**

**TIME AND LOCATION:**

**THURSDAYS 4-7 pm - Location DB0005**

**First Class Thursday September 5th 2019**

**Last Class Thursday November 28th 2019 – (Group Presentations)**

**ADDITIONAL REQUIREMENTS:**

AP/ADMS 2511 3.00 or AP/ITEC 1010 3.00; AP/ECON 1000 3.00; AP/ECON 1010 3.00. Course credit exclusions: None. PRIOR TO FALL 2009: Prerequisites: AK/ADMS 2511 3.00 or AK/ITEC 1010 3.00; AK/ECON 1000 3.00; AK/ECON 1010 3.00. Course credit exclusion(s): AK/ADMS 3521 3.00.

Students are personally responsible to ensure that they have the required prerequisites as stated in the course outline or in the course calendar. Students who do not have the prerequisites are at risk of being dropped from the course at any time during the course. The department will not be responsible for refunds resulting from students being dropped from a course due to a lack of the appropriate prerequisites.

**REQUIRED COURSE TEXT / READINGS:**

[View larger cover](http://www-fp.pearsonhighered.com/assets/hip/images/bigcovers/0134998456.jpg)

E-Commerce 2019: Business, Technology and Society, 15/E



**Kenneth C. Laudon,***New York University*

**Carol Guercio Traver,***New York University*

ISBN-10: 0134998456 • ISBN-13: 9780134998459

©2020 • Pearson • Cloth, 912 pp

Published 01/31/2019 • Out of Stock

**Etextbook is available**

**isbn  is 9780134868028**

**https://www.campusebookstore.com/About/AccessCodes.aspx**

Any additional required reading materials will be posted on the course web site.

**Warning:**

Photocopying more than 10% of a textbook is illegal, and may involve penalties. Do not duplicate textbooks or obtain these photocopies. Students are reminded of York University's policy regarding academic dishonesty as outlined in the York student calendars.

**WEIGHTING OF COURSE:**

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| ***Course Work*** | ***Description: ecblankDescription (See Also Class Web Site)*** | ***Due Date*** | ***Weight*** | ***Weight*** |
| **Online quizzes** | To be completed online before the due date | Weekly | **10%** | **Individual** |
| **Practice Questions** | To be completed in class in teams of 4. Best 8 of 10 will be counted | Weekly | **10%** | **Group** |
| **E-commerce Topic Presentation** | In class and online | TBD | **10%** | **Group** |
| **E-commerce Analysis Project** | In class and online | First draft: Session 5 – Thursday October 10th  Interim report: Session 9: Thursday November 7th Final report: Session 12 Thursday November 28th | **20%** | **Group** |
| **Midterm** | Session 6 - Thursday, October 10, 4.00 pm to 6.30 pm  (In-class) | | **20%** | **Individual** |
| **Final** | **Cumulative: Covering Sessions 1 – 12** - Dec 5th to Dec 20th | Description: ecblankDuring Regular Examination Schedule | **30%** | **Individual** |
| **Total** | Description: ecblank | Description: ecblank | **100%** | **100%** |

**COURSE INSTRUCTOR / CONTACT:**

Course Director: John Kucharczuk

E-mail: jkuchar@yorku.ca

Please send email messages from inside the YorkU.ca domain only. Plain text only, NO attachments of any kind. Email from outside the YorkU.ca domain may be blocked.  
  
Office Hours: email for an appointment, since I don’t have an office - (before or after class are best).

**EXPANDED COURSE DESCRIPTION:**

Provides students with a solid foundation about the realities and potential involved in applying electronic commerce. Particularly, we examine successful and unsuccessful strategic information systems in e-commerce, and look at how such systems are developed, managed, controlled and implemented.

**ORGANIZATION OF THE COURSE:**

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| ***Session Description and Reading*** | ***Assignments and Class Work*** |
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| **Session 1 – September 5 READ Chapter 1**  *INTRODUCTION TO E-COMMERCE – The revolution is just beginning*  Learning Objectives:   * Define the meaning and scope of e-commerce and their different elements * Summarize the main reasons for adoption of e-commerce and barriers that may restrict adoption * Outline the ongoing business challenges of managing e-commerce in an organization. | Group Formation   * PQ S1 – 1 * PQ S1 – 2 * To be submitted be Sept. 19 lecture – Hard copy   *Reminder: Do Quiz S1; due Sunday, September 22, 11:30 PM–* |
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| **Session 2 – September 12, READ Chapter 2**  *E-COMMERCE BUSINESS MODELS AND CONCEPTS*  Learning Objectives:   * Distinguish between types of e-commerce business models   + Business to Consumer E-commerce:   + Business to Business E-commerce   + Online services   + Social commerce   + Mobile commerce   + Online Storefronts   + Online Auctions   + Online Marketplaces | * PQ S2 – 1 * PQ S2 – 2 * To be submitted be Sept. 19 lecture – Hard copy   *Reminder: Do Quiz S2; due Sunday, September 22, 11:30 PM–* |
| Last date to add a course without permission of instructor: September 17, 2018 |  |
| **Session 3 –** **September 19, READ Chapter 3**  *E-COMMERCE INFRASTRUCTURE: THE INTERNET, WEB, AND MOBILE PLATFORM*  Learning Objectives:   * Discuss the main technology platforms for e-commerce * Outline the hardware and software technologies used to build an e-commerce infrastructure within an organization and with its partners | * PQ S3 – 1 * PQ S3 – 2 * To be submitted be Sept. 19 lecture – Hard copy   Start preparing an E-commerce business analysis in groups  • Start researching and identify an existing business or propose one  *Reminder: Do Quiz S3; due Sunday, September 22, 11:30 PM–* |
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| **Session 4 – September 26, READ Chapter 4**  *BUILDING AN E-COMMERCE PRESENCE: WEB SITES, MOBILE SITES, AND APPS*  Group presentations:  ***First Draft:*** E-commerce Strategic Analysis Project  Learning Objectives:   * Understand the questions you must ask and answer, and the steps you should take, in developing an e-commerce presence. * Explain the process that should be followed in building an e-commerce presence. * Describe the major issues surrounding the decision to outsource site development and/or hosting. * Identify and understand the major considerations involved in choosing Web server and e-commerce merchant server software. * Understand the issues involved in choosing the most appropriate hardware for an e-commerce site. * Identify additional tools that can improve Web site performance. * Understand the important considerations involved in developing a mobile Web site and building mobile applications. | * PQ S4 – 1 * PQ S4 – 2   *Submitted before Lecture – Hard Copy*  Continue preparing an E-commerce business analysis in groups  Continue researching and identify an existing business or propose one  *Reminder: Do Quiz S4; due Sunday, September 29, 11:30 PM* |
| Last date to add a course with permission of instructor: October 1, 2018 |  |
| **Session 5 – October 3, READ Chapter 5**  Group presentations:  ***First Draft:*** E-commerce Strategic Analysis Project  *E-COMMERCE SECURITY AND PAYMENT SYSTEMS*  Learning Objectives:   * Understand the scope of e-commerce crime and security problems. * Identify the key security threats in the e-commerce environment. * Identify the tools used to establish secure Internet communications channels and protect networks, servers, and clients. * Appreciate the importance of policies, procedures, and laws in creating security. * Describe the features of traditional payment systems. * Identify the major e-commerce payment systems in use today. * Describe the features and functionality of electronic billing presentment and payment systems. | * PQ S5 – 1 * PQ S5 - 2   *Submitted before Lecture – Hard Copy*  Group presentations:  ***First Draft:*** E-commerce Strategic Analysis Project.  *Reminder: Do Quiz S5; due Sunday, October 6, 11:30 PM* |
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| **Session 6 - Midterm exam (covering Sessions 1 to 5 inclusive)**  **Thursday, October 10, 4:00 pm to 6.30 pm** |  |
| **October 12 – 20 2019 Reading Week** |  |
| **Session 7 –** **October 24, 2013, READ Chapter 6 and 7**  *E-COMMERCE MARKETING AND ADVERTISING CONCEPTS*  Learning Objectives:   * Understand how consumers behave online. * Identify and describe the basic digital commerce marketing and advertising strategies and tools. * Identify and describe the main technologies that support online marketing. | PQ S7 – 1  PQ S7 – 2  *Submitted before Lecture – Hard Copy*  *Reminder: Do Quiz S7; due Sunday, October 27, 11:30 PM* |
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| **Session 8 –** October 31**, READ Chapter 7**  *SOCIAL, MOBILE, AND LOCAL MARKETING*   * Understand the difference between traditional online marketing and the new social-mobile-local marketing platforms. * Identify the key elements of a mobile marketing campaign including app and in-app marketing.   Understand the capabilities of location-based local marketing including in-store messaging, geo-fencing, geo-social-based services, and geo-targeting. | * PQ S8 - 1 * PQ S8 – 2   *Submitted before Lecture – Hard Copy*  *Reminder: Do Quiz S8; due Sunday, November 3, 11:30 PM* |
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| **Session 9 –** **November 7, READ Chapter 8**  *ETHICAL, SOCIAL, AND POLITICAL ISSUES IN E-COMMERCE*  Learning Objectives:   * Recognize the main ethical, social, and political issues raised by e-commerce. * Identify the practices of e-commerce companies that threaten privacy. * Describe the different methods used to protect online privacy. * Understand the various forms of intellectual property and the challenges involved in protecting it.   Identify major public safety and welfare issues raised by e-commerce. | * PQ S9 – 1 * PQ S9 – 2   *Submitted before Lecture – Hard Copy*  ***Interim Report due:*** E-commerce Strategic Analysis Project.  *Reminder: Do Quiz S9; due Sunday, November 10, 11:30 PM* |
| Last date to drop a course without receiving a grade:  November 8, 2018  If you withdraw between November 9 and the end of classes (December 4), the course remains on your transcript without a grade and is notated as “W” (New starting this term). |  |
| **Session 10 –** **November 14, READ Chapter 9 and 10**  ONLINE RETAILING AND SERVICES  Learning Objectives:   * Understand the environment in which the online retail sector operates today. * Explain how to analyze the economic viability of an online firm. * Identify the challenges faced by the different types of online retailers. * Describe the major features of the online service sector. * Discuss the trends taking place in the online financial services industry. * Describe the major trends in the online travel services industry today. | * PQ S10 – 1 * PQ S10 - 2   *Submitted before Lecture – Hard Copy*  *Reminder: Do Quiz S10; due Sunday, November 17, 11:30 PM* |
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| **Session 11 –** **November 21, READ Chapter 11 and Chapter 12**  ONLINE CONTENT AND MEDIA  Learning Objectives:   * Identify the major trends in the consumption of media and online content, and the major revenue models for digital content delivery. * Understand digital rights management. * Discuss the concept of media convergence and the challenges it faces. * Understand the key factors affecting the online publishing industry. * Identify current trends in the online career services industry. * Understand the key factors affecting the online entertainment industry.   CHAPTER 11 SOCIAL NETWORKS, AUCTIONS, AND PORTALS  Group Presentations:  ***Final Report:*** E-commerce Strategic Analysis Project  Learning Objectives:   * Explain the difference between a traditional social network and an online social network. * Describe the different types of social networks and online communities and their business models. * Describe the major types of auctions, their benefits and costs, and how they operate. * Understand the procurement process, the supply chain, and collaborative commerce. * Identify the main types of B2B e-commerce: Net marketplaces and private industrial networks. * Understand the four types of Net marketplaces.   Identify the major trends in the development of Net marketplaces. | * *PQ S11 – 1* * *PQ S11 - 2*   *Submitted before Lecture – Hard Copy*  *Reminder: Do Quiz S11; due Sunday, November 24, 11:30 PM* |
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| **Session 12 –November 28**  CHAPTER 12 B2B E-COMMERCE: SUPPLY CHAIN MANAGEMENT AND COLLABORATIVE  COMMERCE  Group Presentations:  ***Final Report:*** E-commerce Strategic Analysis Project  Course Review | Group Presentations:  ***Final Report:*** E-commerce Strategic Analysis Project  *Reminder: Do Quiz S12; due Sunday, December 1, 11:30 PM* |
| **Session 13 -- Final Examination**  **During regular examination schedule**  **Cumulative: Covering Sessions 1 – 12** | **December 5th to December 20st**  **Do not Book any flights until you have a confirmed date of all Final Exams for this Term** |
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**COURSE LEARNING OBJECTIVES:**

The purpose of this course is to provide an overview of the main topics related to managing an E-commerce website. Specifically, upon completing this course you should be able to:

1. Discuss the main E-commerce business models and applications used by companies today as well as future trends
2. Discuss the main technology infrastructure involved in the development and maintenance of E-commerce.
3. Explain the main steps involved in developing an E-commerce presence.
4. Analyze and discuss the security risks as well as the ethical and privacy issues faced by E-commerce.
5. Perform a critical analysis of an existing or potential E-commerce website
6. Practice and effectively use E-commerce terminology in oral and written business management communication
7. Practice problem solving using cases. Work individually and in teams to increase your competence level in working with E-commerce terminology and situations.

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| **E-commerce Topic Presentation** | In class and online | In class and online | **10%** | **Group** |

Each team will have to choose a research topic from the list provided by the instructor and prepare a 10 to 15 min presentation on the topic. The presentation will be in class. The paper presentation will also be submitted online and posted on the course blog along with a short summary. Students might also suggest a different topic from the list provided.

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| **E-commerce Strategic Analysis Project** | In class and online | First draft: Session 5 (5%)  Thursday October 10th  Interim report: Session 9 (5%) – Thursday November 7th  Final report: Session 12 (10%) – Thusday November 28th | **20%** | **Group** |

At the end of the course the student should be able to prepare a written document containing a critical analysis of an existing E-commerce website.

This document should respond to the following topics:

1. Develop a complete SWOT analysis of the E-commerce website.
   * Analysis of the E-commerce business model including demand and target market, revenue generation, future challenges
   * Analysis of the existing technology platform, including future threats, new technology, etc.
2. Provide a list of recommendations to improve the company’s e-commerce strategy
3. Propose a set of e-commerce performance metrics to evaluate the success of the proposed recommendations

The course will cover the tools necessary to perform these analyses and the preparation of an e-commerce plan proposal.

**ADDITIONAL INFORMATION / NOTES:**

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| If the midterm examination is missed due to an illness, or other extenuating circumstance, the student’s midterm percentage allocation will be added onto the final examination. The documentation required for this reallocation is as follows:  A completed medical form (physician's statement) as provided by the Registrar’s Office:  <http://www.yorku.ca/laps/council/students/documents/APS.pdf>    Physician statements need to be from the same day as the midterm or the day immediately after. Physician statements older than one day after the date of the midterm exam will not be accepted and the request to add the amount to the final examination will be denied. |

**Deferred standing** may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. In order to apply for deferred standing, students must register at <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf> then subsequently

hand in a completed DSA (Deferred Standing Agreement) form with supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson). Write your ticket number from the online registration system directly onto the DSA form. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam to the main office of the School of Administrative Studies (282 Atkinson), NOT to the Course Director.

These requests will be considered on their merit and decisions will be made on a case by case basis. Decisions will be made available by logging into the following link: <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>. No individualized communication will be sent by the School to the students (no letter or e-mails).

Students with an approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not.  Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a “Doctor’s Note” will not be accepted.

DSA Form: <http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf>

Attending Physician's Statement form: <http://www.yorku.ca/laps/council/students/documents/APS.pdf>

**The deferred examinations for the Fall 2019 term shall be held in the period January 24, 25, and 26, 2019 (tentative)**