Faculty of Liberal Arts & Professional Studies
Management of Electronic Commerce
(AP/ADMS 3521 3.0 Section M)
Fall 2024
COURSE OUTLINE

COURSE INFORMATION

Course Director:
Professor Supinder Babra – Email: supinder@yorku.ca

Course webpage:
York University eClass site for ADMS3521 M

Course Textbook:
E-Commerce 2023, 17th edition - Business, Technology and Society
Kenneth C. Laudon, *New York University*
Carol Guercio Traver

Access Code Card
ISBN-10: 0-13-792220-5
ISBN-13: 978-0-13-792220-8

Rental
ISBN-10: 0-13-792220-5
ISBN-13: 978-0-13-792220-8

Couse delivery, class times and location:
The course will be delivered in class synchronously.

Class time is on Thursday from 4:00 pm to 7:00 pm synchronously
CLH A (Curtis Lecture Hall A)

Virtual office hours and email policy:
Virtual office hours will be held with a prior appointment by email.

The course instructor will regularly respond to student emails according to the following email policy:

- Responses to student emails will be provided from Monday to Friday between 9 pm. and 11 pm. Normally, e-mails will be replied within 48 hours. There will be no email response on the weekends. If you are experiencing an emergency, please include 'URGENT' in the subject line of your email.
- Please ensure that you include your course and section at the beginning of the subject line of your email (e.g. ADMS3521 M)

Technical requirements for taking the course:

For the students to fully participate in the course, students will need a computer and will be expected to use of PowerPoint Software for presentations.

As a student, please review the technology requirements and FAQs for eClass. The course may have to run in a Virtual Classroom environment, so connectivity and participation through eclass will be important if we are called to adopt it.

Here are some useful links for student computing information, resources, and help:
Student Guide to Moodle
Zoom@YorkU Best Practices
Zoom@YorkU User Reference Guide
Computing for Students Website
Student Guide to eLearning at York University

Students shall note the following regarding zoom (if we have to use it):
- Zoom is hosted on servers in the U.S. This includes the Zoom recordings.
- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session. If you plan to use a nickname inform the Professor of this name by YorkU email.
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

Please note that all Lecture / Class Zoom recordings:

1) should be used for educational purposes only and as a means for enhancing accessibility.
2) students do not have permission to duplicate, copy and/or distribute the recordings outside of the class (these acts can violate not only copyright laws but also FIPPA);
3) all recordings will be destroyed after the end of the course on or about December 24th, 2023

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.

Students are personally responsible for ensuring 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.

WEIGHTING OF COURSE:

Course Work	Description (See also course eClass Site)	Due Date	Weight	Weight
Case discussions	Presented by groups during class time	Weekly	**10%**	**Group**
Participation <mark>**(Mandatory 10 class attendance)**</mark>	Attendance, punctuality, opinions, active role, being prepared, asking questions.	Weekly	**10%**	**Individual**
Tests (5)	Tests using eClass during class time	Biweekly (4% each)	**20%**	**Individual**
E-commerce Analysis Project	Submissions to eClass and group presentations during class time	First draft: September 26, 2024 Interim report: October 31, 2024 Final report: November 28, 2024	**5%** **10%** **15%**	**Group**
Final	**Cumulative: Covering Sessions 1 – 12 -**	During Regular Examination Schedule	**30%**	**Individual**
Total			**100%**	**100%**

ORGANIZATION OF THE COURSE

Session Description and Reading	Assignments and Class Work
Session 1 – Sep 05, READ Chapter 1 - INTRODUCTION TO E-COMMERCE – The revolution is just beginning. Learning Objectives: ■ Understand why it is important to study e-commerce. ■ Define e-commerce and understand how e-commerce differs from e-business. ■ Identify and describe the unique features of e-commerce technology and discuss their business significance. ■ Describe the major types of e-commerce. ■ Understand the evolution of e-commerce from its early years to today. ■ Describe the major themes underlying the study of e-commerce. ■ Identify the major academic disciplines contributing to e-commerce.	**Group Formation** **(select your own groups – anyone who can't find a group will be assigned into a group)**
Session 2 – Sep 12, READ Chapter 2 – *E-COMMERCE BUSINESS MODELS AND CONCEPTS* Learning Objectives: ■ Identify the key components of e-commerce business models. ■ Describe the major B2C business models. ■ Describe the major B2B business models. ■ Understand key business concepts and strategies applicable to e-commerce	
Last date to add a course without permission of instructor: Sep 12, 2024	

Session 3 – Sep 19, READ Chapter 3- *E-COMMERCE INFRASTRUCTURE: THE INTERNET, WEB, AND MOBILE PLATFORM* <u>Learning Objectives:</u> ■ Discuss the origins of, and the key technology concepts behind, the Internet. ■ Explain the current structure of the Internet. ■ Understand how the Web works. ■ Describe how Internet and web features and services support e-commerce. ■ Understand the impact of mobile applications.	**Case Study 2.6:** **Weathering the storm: Twitter tweaks its business model** **Test #1: Chapters 1 & 2**
Session 4 – Sep 26, READ Chapter 4- *BUILDING AN E-COMMERCE PRESENCE: WEB SITES, MOBILE SITES, AND APPS* Group presentations: *First Draft:* E-commerce Strategic Analysis Project <u>Learning Objectives:</u> ■ 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. ■ Identify and understand the major considerations involved in choosing web server and e-commerce merchant server software. ■ Understand the issues involved in choosing appropriate hardware for an e-commerce site. ■ Identify additional tools that can improve website performance.	**Case Study 3.7:** **Akamai Technologies: Attempting to keep supply ahead of demand** **First Draft of eCommerce Strategic Analysis Project due**

■ Understand the important considerations involved in developing a mobile website and building mobile applications.	
Last date to add a course with permission of instructor: Sep 26 2024	

Session 5 – Oct 03, READ Chapter 5- *E-COMMERCE SECURITY AND PAYMENT SYSTEMS* Learning Objectives: ■ Understand the scope of e-commerce crime and security problems, the key dimensions of e-commerce security, and the tension between security and other values. ■ Identify the key security threats in the e-commerce environment. ■ Describe how technology helps secure Internet communications channels and protect networks, servers, and clients. ■ Appreciate the importance of policies, procedures, and laws in creating security. ■ Identify the major e-commerce payment systems in use today. ■ Describe the features and functionality of electronic billing presentment and payment systems.	**Test #2: Chapters 3&4** **Case Study 4.8:** **Dick's Sporting goods: Taking control of its eCommerce Operations**
Session 6 – Oct 10, READ Chapter 6 - *E-COMMERCE MARKETING AND ADVERTISING CONCEPTS* Learning Objectives: 　　■ Understand the key features of the Internet audience, the basic concepts of consumer behavior and purchasing, and 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.	*Case Study 5.7* *Mobile Payments: Fintech vs The Bank Giants*

■ Understand the costs and benefits of online marketing communications.	
No class on Oct 17 (week)	**Reading Week**
Session 7 – Oct 24 READ Chapter 7- *SOCIAL, MOBILE, AND LOCAL MARKETING* ■ Understand the difference between traditional online marketing and social-mobile-local marketing platforms and the relationships between social, mobile, and local marketing. ■ Understand the social marketing process from fan acquisition to sales and the market-ing capabilities of social marketing platforms such as Facebook, Twitter, and Pinterest. ■ Identify the key elements of a mobile marketing campaign. ■ Understand the capabilities of location-based local marketing.	**Case Study 6.6** **Programmatic Advertising: Real-time marketing** **Test #3: Chapters 5&6**
Last date to drop a course without receiving a grade: Oct 24, 2024 LAPS policies on how the course will remain on your transcript without a grade and is notated as "W" (New starting this term) based on the deadline. Follow their directions.	

Session 8 – Oct 31, READ Chapter 8- *ETHICAL, SOCIAL, AND POLITICAL ISSUES IN E-COMMERCE* Learning Objectives: ■ Understand why e-commerce raises ethical, social, and political issues. ■ Understand basic concepts related to privacy and information rights, the practices that threaten privacy, and the different methods that can be used to protect online privacy. ■ Understand the various forms of intellectual property and the challenges in protecting it. ■ Understand how the Internet is governed and why taxation of e-commerce raises governance and jurisdiction issues. ■ Identify major public safety and welfare issues raised by e-commerce.	**Case Study 7.6** **ExchangeHunterJumper.com** **Building a brand with Social Marketing** **Interim Report:** **eCommerce strategic analysis project due**
Session 9 – Nov 07, READ Chapter 9 – 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 including financial services and online travel ■ Identify current trends in the online career services industry. ■ Understand the business models of on-demand service companies.	**Case Study 8.7** **Are big tech firms getting "too big"?** **Test #4 – Chapters 7&8**

Session 10 – Nov 14, READ Chapter 10 – ONLINE CONTENT AND MEDIA Learning Objectives: ■ Understand the major trends in the consumption of media and online content, the major revenue models for digital content delivery, digital rights management, and the concept of media convergence. ■ Understand the key factors affecting the online publishing industry. ■ Understand the key factors affecting the online entertainment industry.	*Case Study 9.10* *Open Table: Your reservation is Waiting* *Case Study 10.5* *Netflix: How does this movie end?*
Session 11 – Nov 21, READ Chapter 11 SOCIAL NETWORKS, AUCTIONS, & PORTALS Learning Objectives: ■ Describe the different types of social networks and online communities and their business models. ■ Describe the major types of auctions, their benefits and costs, how they operate, when to use them, and the potential for auction abuse and fraud. ■ Describe the major types of Internet portals and their business models.	**Case Study 11.5** **eBay evolves** **Test #5 - Chapters 9&10**

Session 12 –Nov 28 – Read Chapter 12 CHAPTER 12 B2B E-COMMERCE: SUPPLY CHAIN MANAGEMENT AND COLLABORATIVE COMMERCE Learning Objectives ■ Discuss the evolution and growth of B2B e-commerce, as well as its potential benefits and challenges. ■ Understand how procurement and supply chains relate to B2B e-commerce. ■ Identify major trends in supply chain management and collaborative commerce. ■ Understand the different characteristics and types of Net marketplaces. ■ Understand the objectives of private industrial networks, their role in supporting collaborative commerce, and the barriers to their implementation	*Final Report:* - E-commerce Strategic Analysis Project - Group Presentations
Session 13 -- Final Examination **During regular examination schedule** **Cumulative: Covering Sessions 1 – 12**	**Dec 01 to 31th 2024 (Exam Period – Final date TBD**

COURSE LEARNING OBJECTIVES

Provide students with an in-depth introduction to the field of e-commerce. The focus is on key concepts, and the latest empirical and financial data, that will help them understand and take advantage of the evolving world of opportunity offered by e-commerce, which is dramatically altering the way business is conducted and driving major shifts in the global economy. 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.

Group Case Study Presentation	Group presentation	during class time	**5.5%**	**Group**
Group Case Study	All groups	upload to eClass	**4.5%**	**Group**

Group Case Study

All teams will answer the case and discuss the case from the end of each chapter in the textbook assigned for that week.

The group case study report instructions are as follows

1. A written report in pdf must be submitted to Eclass with the following format
    a. One Title page – with your group number and all the names of your group members
    b. Maximum of Five pages of your group case study (Intro, Body and Conclusion) – answering the case questions and the final question (see point 3 for the final question)
    c. One final page with your citation and references
2. The report will answer the case questions at the end of the chapter
3. The final question to be answered will be
    > What is the group's current position on the effectiveness of the company's strategy to cope with the current macroeconomic conditions in 2024?
4. Groups must use theories from the textbook to answer the questions and then apply what they have learned in each case discussion
5. Groups that copy the internet solution or replicate the solution format from the publisher will receive a 0 for plagiarism. The report must be written in your own words, with APA citations at the end and your own opinions. Repeat offenders will then be reported for plagiarism, and you will be given a 0 on the entire course for violating the university's academic integrity policies.

Group Case Study Presentation

One group will be selected to present to the entire class. This is a 20-minute presentation and will be delivered during class time. The presentation will also be submitted online and posted on eClass before class. Failure to upload the presentation will result in a zero mark for this component.

The format will be as follows:
1. The report must be submitted in PowerPoint (PPT or PPTX format ONLY). If you use a Mac, convert your item into a PPT or PPTX file for online submission.
2. There is no specified number of slides; this will be up to your groups to determine. The main restriction is time, which is 20 minutes.
3. Allow for 10 mins of questions from the remaining groups
4. All other groups not presenting should have questions to ask the group presenting. If the entire class is silent, I reserve the right to reduce 10% from all group reports due to non-participation.

As a final reminder - Each item above must be submitted before the class

E-commerce Strategic Analysis Project	Group presentation during class time Upload reports to eClass	First draft: Session 4 (5%) Interim report: Session 8 (10%) Final report: Session 12 (15%)	**30%**	**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 the e-commerce plan proposal.

Participation	Weekly	During Class	**10%**	**Individual**

On Eclass, you should upload a picture of yourself. York University has changed E-class so that this photo is only visible to the instructor and no one else. The image is a recent headshot only and nothing else. This is used to identify you in class, and it is a standard business practice at most business schools around the world. **1% of the mark will be awarded towards this activity performed by the end of week 1.**

Each week, students are required to read ahead of class and will be called upon to participate in class. The instructor will invite open participation in class; in the event there is no participation, the instructor will reserve the right to call upon any student in class to participate.

Attendance will determine only 50% of the mark. Each student **must be in class for a minimum of 10 classes.**

50% of the mark will be based on the contribution made in class.

The instructor will mark each student based on the following scale

A – Attendance only 5/10 or 5% overall maximum. It could be lower due to non-attendance or failure to load your picture.

AP1 – Attendance and minor participation 6 or 7 out of 10 maximum

AP2 – Attendance and major participation 8 or 9 out of 10 maximum

AP3 – Attendance and excellent participation 10 out of 10

Minor participation is just raising your hand for polls and answering yes or no.

Major participation is sharing opinions on the topics but having a very one-sided biased opinion

Excellent participation is sharing opinions, using real-life examples to emphasize your points and also respecting other group members' opinions.

Students who cannot attend class should inform the instructor of the absence. If more than 2 classes are missed without prior approval, the student's participation mark will be 0. This includes any classes that may be scheduled online on Zoom (if required).

Tests (5)	Tests using eClass during class time	Biweekly (4% each)	20%	Individual

Every 2 weeks there will be a test (MCQ) in Eclass where students will be asked to answer the MCQ questions on the chapters.

The format of this will be discussed in class

25 questions and 25 mins will be provided for the MCQ questions.

COURSE POLICIES

Assignment Submission: Proper academic performance depends on students doing their work not only well but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. Assignments are to be handed in using eClass.

Lateness Penalty: Assignments received later than the due date will be penalized at the rate of 10% per day – weekends count. Since the assignments are listed and available, there will be NO exceptions.

Missed Tests:
Students with a documented reason for missing a course test, such as illness, compassionate grounds, etc., confirmed by supporting documentation (e.g., doctor's letter), may request accommodation from the Course Director. If approved, a make-up test date/time will be scheduled as soon as possible. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

Presentations:
All students must stay in class until all presentations are completed. There will be a penalty of a 20% deduction from your presentation grade if you are not in attendance for all of the presentations.

Note to all Students:

All materials prepared for **ADMS3521** at York University are the intellectual property of Professor Eduardo Bresani the Course Director unless otherwise stated. Course materials should only be used by students enrolled in this course. This can include the following material: lecture handouts, spoken and written presentations, audio and video recordings, PowerPoint slides, as well as questions and/or solution sets for assignments, quizzes, tests and final exams, among other pieces of intellectual property. As a student in this course, you may not publish, post on an Internet site, sell, or otherwise distribute any of this work without the instructor's express permission. Unauthorized or commercial use of these materials is strictly prohibited. Third party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Copying this material for distribution (e.g. uploading material to a commercial third-party website, or online sharing of course material with people outside of the course) may lead to a charge of misconduct under York's Code of Student Rights and Responsibilities and the Senate Policy on Academic Honesty. In addition, you may face legal consequences for any violation of copyright law.

All recorded lectures, student comments, and questions, open discussions, Presentations by both the Professor and students using Zoom with the recording place on the course eClass website follows the above paragraph about Intellectual property and will be deleted after on or about December 24th, 2021(upon completion of final exams).

Academic honesty and integrity

In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's Academic Integrity module at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the Senate Policy on Academic Honesty.

Turnitin

To promote academic integrity in this course, students will be normally required to submit their written assignments to Turnitin (via the course eClass) for a review of textual similarity

and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website.