

Course Outline: Management of Electronic Commerce

SCHOOL OF ADMINISTRATIVE STUDIES

Note for students: This short course outline is provided for planning purposes only. Course information is tentative and subject to change; the final course syllabus will be available by the first day of classes.

Course Code

AP/ADMS 3521 M 3.0 Management of Electronic Commerce (Winter- Wednesday from 4:00 pm to 7:00 pm)

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. Prerequisites: AP/ADMS 2511 3.00 or AP/ITEC 1010 3.00.

Course Delivery

Delivery Mode: LECT

Classes are held in person every Wednesday from 4:00 PM to 7:00 PM in CLH J. The course is delivered synchronously with weekly lectures, in-class tests via eClass, group case study presentations, and an e-commerce strategic analysis project. Virtual office hours are available by appointment via email. Students are expected to read assigned textbook chapters before each class and participate actively in discussions and presentations. Students will engage in group presentations, written reports, project submissions, and class discussions throughout the semester.

Course Materials

Required Textbook: E-Commerce 2023: Business, Technology and Society, 17th Edition
Authors: Kenneth C. Laudon (New York University) & Carol Guercio Traver
ISBN-13: 978-0-13-792220-8

Course materials include weekly case discussion assignments, eClass quizzes, and resources related to the E-commerce Strategic Analysis Project.

Tentative Grade Breakdown and Deadlines

Assessment	Weight	Mode	Tentative Deadline
Case Discussions	10%	In-person Group work	Weekly during class
Class Participation	10%	In-person, 10 classes attendance and participation	Weekly during class
Quizzes (5)	20%	Individual during class time using eClass	Week 3,5,7,9,11
E-commerce Strategic Analysis Project	5%	First draft: Group presentation and eClass submission	First draft: Week 4
	10%	Interim report: Group presentation and eClass submission	Interim report: Week 8
	15%	Final report: Group presentation and eClass submission	Final report: Week 12
Final Cumulative Exam	30%	In-person, during regularly scheduled examination period	Exam Period: April 7 to 24
	100%		