

**52:623:445 Global Issues in eCommerce Technology**

Spring 2018

Professor: Otto Hernandez, Ph.D.  
E-mail: Canvas

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**GENERAL**

**Course Description**

This international course in the e-commerce program serves to integrate all the strategic aspects of e-commerce. Business-to-consumer and business-to-business e-commerce explored through cases involving organizations whose e-commerce sites are evolving or those that have succeeded or failed.

Prerequisite: 52:623:302.

**Course Materials**

Laudon, K. C., & Traver, C. G. (2017). *E-commerce 2018: business, technology, society*. Boston: Pearson.

<b>ISBN-13:</b>	9780134602141
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**Learning Goals/Objectives**

Upon completion of the course student should have understanding of these objectives:

- Define e-commerce, understand how e-commerce differs from e-business, identify the primary technological building blocks underlying e-commerce, and recognize major current themes in e-commerce.
- Identify and describe the unique features of e-commerce technology and discuss their business significance.
- Explain the key business concepts and strategies applicable to e-commerce.
- Describe how Internet and web features and services support e-commerce.
- Explain the impact of m-commerce applications.
- Explain the process that should be followed in building an e-commerce presence.
- Identify and understand the major considerations 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 website performance.
- Identify the key security threats in the e-commerce environment.
- Describe how technology helps secure Internet communications channels and protect networks, servers, and clients.
- Identify and describe the basic digital commerce marketing and advertising strategies and tools.
- Identify and describe the main technologies that support online marketing.
- Identify major public safety and welfare issues raised by e-commerce.
- Identify the challenges faced by the different types of online retailers.
- Discuss the evolution and growth of B2B e-commerce, as well as its potential benefits and challenges.
- Identify major trends in supply chain management and collaborative commerce.

### How to succeed in this course

The material presented in class provides the essential backbone of the course. You are expected to:

- Read all text material assigned for each class
- Use PowerPoints as a guide for key concepts
- Follow instructions in all assignments
- Start assignments early and get feedback from the instructor
- Consult/meet with the professor immediately when you need help.

### Grading Breakdown

Test 1	100 points
Test 2	100 points
Test 3	100 points
Final Paper	100 points
Discussions & Assignments (10) x 10 points each	100 points
Total points	500 points

### Grade Point Value Definition

- 450-500 points = A Highest grade (90% and above)
- 425-449 points = B+ Work of distinction (84.5% to 89.4%)
- 400-424 points = B Work of distinction (79.5% to 84.4%)
- 375-379 points = C+ Average work (74.5% to 79.4%)
- 350-374 points = C Average work (69.5% to 74.4%)
- 300-349 points = D Passing, but unsatisfactory (60% to 69.4%)
- 299 or less points = F Failure without credit (Below 60%)

### Course schedule

Week-Date	Topic and Readings	Assignment
1 – 1/16/18	Chapter 1 & Chapter 2	Discussion 1
2 – 1/21/18	Chapter 3	Discussion 2
3 – 1/28/18	Chapter 4	Discussion 3
4 – 2/4/18	Test I on Chapters 1-4	None
5 – 2/11/18	Chapter 5	Discussion 4
6 – 2/18/18	Chapter 6	Discussion 5
7 – 2/25/18	Chapter 7	Discussion 6
8 – 3/4/18	Chapter 8	Discussion 7
9 – 3/11/18	Spring Break	No assignment
10 – 3/18/18	Test II on Chapters 5-8	None
11 – 3/25/18	Chapter 9	Discussion 8
12 – 4/1/18	Chapter 10	Discussion 9
13 – 4/8/18	Chapter 11	Discussion 10
14 – 4/15/18	Chapter 12	None
15 – 4/22/18	Test III on Chapters 9-12	None
16 – 4/29/18	Final Paper due 5/4/18 - Last day of semester is 5/9/18	

### Class Policies

1. Students are expected to participate in every online discussion.
2. Duties related to your employment, travel, family, do not provide an acceptable excuse for missed assignments or examinations.
3. All tests are allotted an 11-day window to take. **Makeup tests will not be granted for any reason.**
4. Late submissions of both assignments and discussions will be penalized by 10% per day
5. All discussion posts are to be entered into the dialogue box provided. They will NOT be graded if posted as an attachment.
6. Homework assignments will be uploaded as .doc or .docx files exclusively. Any other file type submissions will not be graded.

### Email Communications

Use the **intranet mail feature in Canvas for ALL course communications**. Emails to my .edu account will not receive immediate attention.

### **Discussion assignment procedures**

1. Posts will be entered into the dialog box provided for the discussion. DO NOT upload your post as an attachment as it will not receive credit value.
2. Discussion postings will be evaluated for both form (grammar, spelling, sentence structure) and content (accuracy, completeness, appropriateness). Think of your posts as “mini essays.”
3. Posts should be approximately 250 words. This is a guideline only. I will not count the words.
4. Primary discussion postings (your post) will be due on or before the Friday following the assignment week. For example, Discussion 1 is open on 9/4 and will be due on 9/7.
5. Secondary discussion postings (your responses to two other students’ posts) will be due no later than the Monday of the week following the primary post.
6. All references must be cited in your posts using APA standards. A full reference list will be required at the end of your post.

### **GENERAL RUTGERS UNIVERSITY POLICES**

#### **Academic Integrity**

Policy found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>.

***Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University.*** Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you must:

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

**If there are questions on how to comply, please contact Mary Flaherty in the Rutgers-Camden Dean of Students office: [marykreb@camden.rutgers.edu](mailto:marykreb@camden.rutgers.edu) or contact the appropriate Associate Dean or Area Head at the School of Business.**

**Student Code of Conduct** <http://studentconduct.rutgers.edu/university-code-of-student-conduct>

Violations of the Student Code of Conduct are considered serious infractions of student behavior and subject to penalties relative to the level of the matter. Students may not disturb normal classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing pager to beep
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students, or otherwise acting in disregard of the instructor's requests

Violations of the code should be reported to the Dean of Students office [deanofstudents@camden.rutgers.edu](mailto:deanofstudents@camden.rutgers.edu) or 856-225-6050.

If the violation is immediate and a potential threat is a concern, call the Rutgers-Camden police at 856-225-6111

### **Disability Services**

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation:

<https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses

as possible. To begin this process, please complete the Registration form on the Office of Disability Services web site at:

<https://ods.rutgers.edu/students/registration-form>.

Ajeenah Nuriddin-Little

(856) 225-2722

Rutgers-Camden Disability Services:

Rutgers-Camden Learning Center

Armitage Hall, Room 240

311 North Fifth Street, Camden, NJ 08102-1405

Web page: <https://learn.camden.rutgers.edu/disability-services>

E-mail: [Ajeenah.nuriddin-little@camden.rutgers.edu](mailto:Ajeenah.nuriddin-little@camden.rutgers.edu)

### KEY DATES - SPRING 2018 SEMESTER

<a href="#">Diploma Application</a> Period for May Graduation	Tuesday, January 2 - Sunday, April 1
Last day to DROP ALL CLASSES and receive <a href="#">100% refund</a>	Friday, January 12
Martin Luther King, Jr. Day—All University Offices Closed—No Classes	Monday, January 15
Diploma Conferral Date for January Graduates	Monday, January 15
Spring Semester Begins	Tuesday, January 16
Last Day to ADD or DROP a class(es) WITHOUT a W grade	Tuesday, January 23
Undergraduates—Deadline for completing Incomplete grades from Fall or Winter before being converted to "F" grade	Thursday, February 1
Registration for Summer Session Classes Begins	Monday, February 19
Last day to withdraw from ALL classes in order to receive tuition refund. For all Refund Policy Information, please see: <a href="http://www.studentabc.rutgers.edu/withdrawals">http://www.studentabc.rutgers.edu/withdrawals</a>	TBD
Academic Warning Grades Submitted	Monday, February 26 - Friday, March 9
Spring Recess—University Offices Open—No Classes	Saturday, March 10 - Sunday, March 18
<a href="#">Diploma Application</a> Period for May Graduation Ends	Sunday, April 1
Last day to WITHDRAW from a class, or all classes, with a W grade. Deadline 5:00 p.m	Monday, April 2



<https://api.turnitin.com/api/lti/1p0/assignment>