



**Boston University
Metropolitan College
Administrative Sciences Department**

SYLLABUS

**Course: E-commerce and Web design
(MET MG 448 C1)
Semester: 2009-2010 Spring, 4 credits**

***Instructor:* Jung-Wan Lee, Ph.D.**

Office: Room 225, 808 Commonwealth Ave.

Office hours: 16:00-18:00 Mon.-Fri.

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Class Information:

**Classroom: MET B02B (Metropolitan College is located at
755 Commonwealth Avenue)**

Contact time: Wednesday 6:00-9:00 p.m.

Course Description

The purpose of this course is to develop knowledge and skills in the managerial aspects of electronic commerce and in building web sites using Dreamweaver CS4. The course provides an in-depth understanding of electronic commerce as the basis for interactive communication and commerce platform and as a marketplace for performing business activities.

Objectives and expected outcomes

After you have completed this course, you should be able to:

- Understand electronic commerce business models and concepts
- Understand the Internet, World Wide Web, and infrastructure for electronic commerce.
- Acquire technical skills to build an electronic commerce website
- Demonstrate a high level of electronic commerce marketing
- Appreciate online security and payment systems for an effective electronic commerce

Instructor Biography

Professor Jung-Wan Lee
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Teaching

Jung-Wan Lee holds a Ph.D. in Business Administration (Marketing) and advanced degrees in International Logistics (MBA), International Finance (MA), and Electronic Commerce (MS) with solid applied backgrounds in international business and management. He has many years of research and teaching experience in electronic commerce, international marketing, international business and management in Korea, USA, and Kazakhstan. He also has substantial experience of international business in Korea, Japan, China, and Russia.

He teaches AD655 (online) International Business, Economics and Cultures, MG520 International Business Management, AD739 (online) Marketing Management, MG431 International Marketing, MG448 Electronic Commerce and Web Design, AD745 Competitive Strategy in undergraduate and graduate programs at Metropolitan College.

Research

He has written fifty-five research papers and four books during the past five years. He has four award-winning research papers: 1) Best Paper Award at the Twelfth International Conference of International Management Development Association, in June 2006, in Vancouver, Canada, 2) Distinguished Research Award at the Spring 2009 International Conference of Allied Academies, in April 2008, in Tunica, Mississippi, 3) Distinguished Research Award at the Spring 2009 International Conference of Allied Academies, in April 2009, in New Orleans, LA, 4) Distinguished Research Award at the Fall 2009 International Conference of Allied Academies, in October 2009, in Las Vegas, NV.

Since 2005, he has served as Associate Editor of the Editorial Board for the *World Review of Entrepreneurship, Management and Sustainable Development* (ISSN: 1746-0573. Bucks, UK: Inderscience Publishers), and as Regional Editor of Eastern Europe and the CIS countries for the *World Review of Science, Technology and Sustainable Development* (ISSN: 1741-2242. Bucks, UK: Inderscience Publishers).

My Pedagogy and Methodology for Teaching Excellence:

Goal 1: To generate the enthusiasm, confidence, self-leadership and self-motivation within each student.

I give students at least two stimulating assignments per semester, so as to enable them to master complex subject matters and experience the pride that comes from continually striving for higher levels of competency. I motivate students to do their best work and encourage students to come to class prepared. I give students an opportunity to do well on assignments by helping students consult a structured process.

Goal 2: To create an innovative classroom environment through the myriad of technology and innovation, as well as employ a structured lecture process.

I use technology enabled teaching materials, such as online learning communities, to utilize teamwork in order to solve complex problems. I outline my lecture on the blackboard as it develops. I also write down any technical terms or names that students might not know how to spell. I begin and end lectures with summary statements. I summarize main points and emphasize conceptual understanding.

Goal 3: To have students consider themselves as global citizens equipped with the knowledge and understanding of best practices to be successful in that endeavor.

I present the best case for each theory and analyze each critically and comparatively. Then, I discuss each one and contrast the basic elements and implications of each. I invite students to share their knowledge and experiences. Drawing upon the diverse backgrounds and experiences of students, I facilitate discussions involving different points of view and encourage robust participation. I ask students to focus on any experiences which may give them a different viewpoint on social, political, and economic issues.

Course Resources

Required Textbook:



E-Commerce 2010, 6/E

Kenneth Laudon

Carol Guercio Traver,

ISBN-10: 0136100570

ISBN-13: 9780136100577

Publisher: Prentice Hall

Copyright: 2010

Additional Reading:

Read electronic commerce and web design-related websites (such as W3c World Wide Web Consortium <http://www.w3.org/>; InformITnetwork <http://www.informit.com/index.aspx>; Internet4Classrooms http://www.internet4classrooms.com/on-line_dw.htm) in order to better understand to current electronic commerce and web design skills or resources.

Course structure and learning goals:

MG448 E-commerce and Web Design (4 credits)			
Class week	Topics	Text Book	Case Study
Week 1	<p>Chapter 1: The Revolution Is Just Beginning</p> <ul style="list-style-type: none"> • Define e-commerce • Describe the unique features of e-commerce technology • Describe major types of e-commerce • Identify the factors that will define the future of e-commerce 	Chapter 1	P2P networks (pp.51-55)
Week 2	<p>Chapter 2: E-Commerce Business Models and Concepts</p> <ul style="list-style-type: none"> • Identify key components of e-commerce business models • Describe b2C, and B2B business models • Identify emerging business models of e-commerce • Understand key business concepts applicable to e-commerce 	Chapter 2	Priceline.com (pp.108-111)
Week 3	<p>Chapter 3: The Internet and Word Wide Web: E-Commerce Infrastructure</p> <ul style="list-style-type: none"> • Identify key technology concepts behind the Internet • Explain the current structure of the Internet • Understand how the world wide web works • Describe how Internet and web features and services support e-commerce 	Chapter 3	The web's jukebox (pp.188-191)
Week 4	<p>Chapter 4: Building an E-Commerce Web Site</p> <ul style="list-style-type: none"> • Explain the process that should be followed in building an e-commerce web-site • Describe the major issues surrounding the decision to outsource site development and hosting • Identify tools that can improve web site performance 	Chapter 4	Recreational Equipment Inc. (pp.246-251)
Week 5	<p>Chapter 5: Online Security and Payment Systems</p> <ul style="list-style-type: none"> • Describe key dimensions of e-commerce security • Identify key security threats in the e-commerce environment • Describe how technology helps protect the security of messages sent over the Internet • Identify the tools used to establish secure Internet communications channels • Understand major e-commerce payment mechanisms 	Chapter 5	https://www.paypal.com/ PayPal Inc. (pp.324-328)

Week 6	<p>Chapter 6: E-Commerce Marketing Concepts</p> <ul style="list-style-type: none"> • Discuss the basic concepts of consumer behavior and purchasing decisions • Understand how consumer behave online • Describe the basic marketing concepts needed to understand Internet marketing • Describe the main technologies that support online marketing 	Chapter 6	Liquidation. Com (pp.408-412)
Week 7	<p>Chapter 7: E-Commerce Marketing Communications</p> <ul style="list-style-type: none"> • Identify major forms of online marketing communications • Understand the costs and benefits of online marketing communications • \discuss the ways in which a web site can be used as a marketing communications tool 	Chapter 7	Adware and Spyware on the web (pp.471-476)
Week 8	<p>Chapters review We will have a case analysis and discussions on eBay and PayPal Inc. selected from the textbook on Week 8. Please read through the textbook and prepare answers for the following questions.</p> <p>Textbook reading: eBay Inc. Textbook Page 4, 6, 69-70, 74, 76, 83, 92-93, 95,186, 200, 205-206, 219, 277,324, 386, 388, 390, 411, 576, 578, 579, 626, 718, 725, 727, 729, 756</p> <p>PayPal Textbook Page 324-328</p> <p>Discussion Questions for eBay Inc</p> <ul style="list-style-type: none"> ■ eBay is one of the only major Internet "pure plays" to consistently make a profit from its inception. What is eBay's business model? Why has it been so successful? ■ Other major web sites, like Amazon.com and Yahoo!, have entered the auction marketplace with far less success than eBay. How has eBay been able to maintain its dominant position? ■ What method does eBay use to reduce the potential for fraud among traders on its site? What kinds of fraud, if any, are eBay users most susceptible? ■ eBay makes every effort to conceptualize its users as a community (as opposed to, say "customers" or "clients"). What is the purpose of this conceptual twist and does eBay gain something by doing it? ■ eBay has long been a marketplace for used goods and collectibles. Today, it is increasingly a place where major businesses come to auction their wares. Why would a brand name vendor set-up shop on eBay? <p>Discussion Questions for PayPal</p> <ul style="list-style-type: none"> ■ What is the value proposition that PayPal offers consumers? How about merchants? ■ What are some of the risks of using PayPal when compared to credit cards and 		

	<ul style="list-style-type: none"> debit cards? ■ What strategies would you recommend that PayPal pursue in order to maintain its growth over the next five years? ■ Why are cell phone networks a threat to PayPal's future growth? 		
Week 9	<p>Chapter 8: Ethical Social and Political Issues in E-Commerce</p> <ul style="list-style-type: none"> • Understand why e-commerce raises ethical and social issues • Recognize main ethical and social issues raised by e-commerce • Identify practices of e-commerce companies that threaten privacy • Describe the different methods used to protect online privacy • Understand how governance of the Internet has evolved over time 	Chapter 8	Google print library (pp.544-547)
Week 10	<p>Chapter 9: Online Retailing and Services</p> <ul style="list-style-type: none"> • Understand the environment in which the online retail sector operates today • Identify the challenges faced by different types of online retailers • Describe major features of the online service sector • Describe major trends the online travel service industry today 	Chapter 9	IAC/Interactive Corp (pp.624-628)
Week 11	<p>Chapter 10: Online Content and Media</p> <ul style="list-style-type: none"> • Identify major trends in the consumption of media and online content • Discuss the concept of media convergence and the challenges it faces • Describe the five basic content revenue models • Discuss the key challenges facing content producers 	Chapter 10	Google and YouTube (pp.697-700)
Week 12	<p>Chapter 11: Social Networks, Auctions, and Portals</p> <ul style="list-style-type: none"> • 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 online auctions, and how they operate • Understand the business models of portals 	Chapter 11	iVillage (pp.757-759)
Week 13	<p>Chapter 12: B2b E-Commerce: Supply Chain Management and Collaborative Commerce</p> <ul style="list-style-type: none"> • Define B2B e-commerce • Understand the procurement process online • Understand the four types of online marketplaces 	Chapter 12	Siemens (pp.817-820)

Week 14	<p>Chapter 14 E-Commerce Strategy and Global E-Commerce</p> <ul style="list-style-type: none"> • Understand how e-commerce impacts the strategic planning process. • Understand how to formulate, justify, and prioritize EC applications. • Describe strategy implementation and assessment, including the use of metrics. • Evaluate the issues involved in global EC. • Analyze the impact of EC on small and medium-sized businesses. 	Chapter 14	http://www.alibaba.com/
Week 15	<p>Chapters review: Term paper presentation</p> <p><i>Guidelines for presentation:</i> Groups should prepare a 10 to 12 slide PowerPoint presentation for abstracting their term papers. The PowerPoint slides should be developed and organized in a professional manner. Groups should demonstrate their presentation in class.</p>		
Final-exam			

Additional comments:

The Instructor will be giving students teaching materials (which are teaching notes, case studies, articles, issue reports, web resources) before each class. Students are encouraged to preview the materials before a class and expected to participate in discussions. Students are also encouraged to visit websites and read articles of international marketing strategy agenda regularly during the semester to keep abreast of current events and increase interests in course topics.

Course Grading

Assessment Policy

Your final grade for this course will be derived from four types of assessment:

- Weekly attendance and participation
- Quiz: 1 quiz per semester
- Three assignments: take-home
- Final examination: during the final examination period

Assessment Percentage

The value (as a percentage) of each of these assessment measures is tabulated below.

1 st Attestation 30%	Quiz	10 %
	Article review and essay (assignment 1: Individual)	10 %
	Case analysis (assignment 2: Individual)	10 %
2 nd Attestation 30%	Term paper writing (assignment 3: Team project)	20 %
	Term paper presentation (Team project)	10 %
Final Attestation 40%	Final-exam (multiple choice, open-ended, essay writing)	30 %
	Class attendance and participation	10 %
Total 100%		100%

Course calendar and assignments' due

Nº	Assignments	calendar															%		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
1.	<i>Class participation</i>	*	*	*	*	*	*	*	*	*	*	*	*	I	*	*	*		10%
2.	<i>Quiz</i>				*														10%
3.	<i>Article review and essay(assignment 1)</i>							*											10%
4.	<i>Case analysis report (assignment 2)</i>									*									10%
5.	<i>Term paper (assignment 3)</i>														*				20%
6.	<i>Term paper presentation</i>															*			10%
7.	<i>Final Exam</i>																*		30%
	<i>Total</i>																		100%

Grading system:

Grade	Grade Point	%	Traditional grade
A	4.0	96-100	EXCELLENT
A-	3.67	91-95	
B+	3.33	86-90	GOOD
B	3.0	81-85	
B-	2.67	76-80	
C+	2.33	71-75	SATISFACTORY
C	2.0	66-70	
C-	1.67	61-65	
D+	1.33	56-60	
D	1.0	51-55	
F	0	= < 50	UNSATISFACTORY

While there is no fixed absolute number of grades in any one level, it is important to note that high grades reflect an excellence in the understanding of class materials and organization of thoughts. In addition, an important aspect of any class, whether online or in a classroom, is the shared thoughts and insights of the class members; grades will also reflect an individual's contributions to the class.

We follow the Boston University, Metropolitan College recommendations concerning grading standards. As such, a maximum 5 percent of the class would earn an A grade and approximately 15 percent would earn an A- grade. The next 60 percent segment would earn a B+ or B grade. The remaining group, approximately 20%, would earn a grade between B- and F. As grades are earned and not awarded, the College does give grades B-/C+/C/- for work that is below average/standards.

NOTE:

This course will strictly follow the Code of Academic Conduct of Boston University. Please keep this in mind.

Grading, attendance and examination policies and procedures will be applied to the course in accordance with Boston University rules, and "Code of Academic Conduct."

Quiz:

A quiz will cover conceptual materials from chapters, questions relating to lectures, and discussion materials from the class. No make-up quiz will be given.

Assignment 1: Article Review and Essay Writing (Individual assignment, 10% of total grade)

Guidelines for essay writing:

1. Students should select an essay topic they are interested in either from the following list, or they may explore/develop any topic they are interested in.

<ul style="list-style-type: none">• E-Commerce Business Model• Infrastructure for E-Commerce• E-Marketplaces• Retailing in E-Commerce• B2B E-Commerce• Corporate Portals• E-Government• E-Learning• C2C• E-Auctions• E-Commerce Security• Electronic Payment Systems	<ul style="list-style-type: none">• Consumer Behavior in online• Online advertisement• Online marketing• eCRM• E-Commerce Strategy• Global EC• Legal, Ethical Issues in EC• Online Social Networks• eSCM: Supply Chain Management• Mobile Computing and Commerce
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2. Each essay will be **8 pages** in length, including a title page and references. It should be typed in **12 point font, Times New Roman, and double-spaced**.
3. Avoid verbosity and do not plagiarize work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for bibliography.
4. You should use at least **five articles** from peer-reviewed academic journals. You can find a good source from the BU Library's electronic resources. Use the link <http://www.bu.edu/library/index.shtml>.
5. **Students should analyze and synthesize the information from the articles to form a cohesive essay (1300~1500 words). The essay should be concise.**
6. Do not simply summarize the articles. Use the information from the articles to support your conclusions and recommendations.
7. **Submission: 1) Two sets of printed copies** should be submitted, **and 2) a written essay as an MS Word document** should be sent **not later than the class day of week 7.**

Grading Criteria (10 points)

1. **Timeliness:** Whether it is submitted by due date - Maximum 3 points
2. **Content and Context:** Whether its context is well organized by the guidelines - maximum 3 points
3. **Citation and reference:** Whether it is appropriately cited on body texts and bibliography, according to the citation guidelines - maximum 4 points

Assignment 2: case analysis and report writing (Individual assignment, 10% of total grade)

Guidelines for case writing:

1. Students should select a case topic they are interested in either from the following list, or they may explore/develop any topic they are interested in.

http://www.facebook.com/	http://twitter.com/
http://www.myspace.com/	http://secondlife.com/
http://www.webvan.com/	http://www.craigslist.org/
http://www.freshdirect.com/	http://www.bluenile.com/
http://www.google.com/	http://www.louisvuittoneshop.com/
http://www.yahoo.com/	http://online.wsj.com/home-page
http://www.ebay.com/	http://www.cnn.com/
http://www.travelocity.com/	http://www.linkedin.com/
http://www.verisign.com/	http://mashable.com/
https://www.paypal.com/	http://www.ariba.com/
http://www.netflix.com/	http://www.gxs.com/
http://www.costco.com/	http://www.alibaba.com/
http://www.youtube.com/	http://www.microsoft.com/

2. Each case report will be **15 pages** in length, including a title page, tables, figures, appendixes, and references. It should be typed in **12 point font, Times New Roman, and double-spaced.**
3. Avoid verbosity and do not plagiarize work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for bibliography.
4. You may use **any article** from websites, newspapers, company reports, and other forms of information.
5. **Students should analyze and synthesize the information from the reading materials to form a cohesive report (2000~2500 words). The report should be concise.**
6. Do not simply summarize materials of a company. Use the information from the materials to support your evaluations, conclusions, and recommendations.
7. **Submission: 1) Two sets of printed copies** should be submitted, **and 2) a written report as an MS Word document** should be sent **not later than the class day of week 10.**

Case Analysis Grading Criteria (10 points)

1. **Timeliness:** Whether it is completed on time: Maximum 3 points
2. **Content and context:** Whether its content has flourished by extended research, relating to a case: maximum 3 points
3. **Analytical Skills:** Whether the work focus on key points to managerial and marketing issues: Maximum 4 points

Assignment 3: Case Analysis Term Paper and Presentation (Team assignment, 30% of total grade)

Instructions for a term paper:

A term paper on e-commerce will be written by a group of students (**a team consists of three (3) students. Students may volunteer themselves to form/choose their team members**). As the semester progresses, various components of the paper should be worked. At the end of the semester, all sections will be integrated into one final paper.

1. **Students should select a term paper topic they are interested in either from the following list, or they may explore/develop any topic they are interested in.**

<ul style="list-style-type: none">• E-Commerce Business Model• Infrastructure for E-Commerce• E-Marketplaces• Retailing in E-Commerce• B2B E-Commerce• Corporate Portals• E-Government• E-Learning• C2C• E-Auctions• E-Commerce Security• Electronic Payment Systems	<ul style="list-style-type: none">• Consumer Behavior in online• Online advertisement• Online marketing• eCRM• E-Commerce Strategy• Global EC• Legal, Ethical Issues in EC• Online Social Networks• eSCM: Supply Chain Management• Mobile Computing and Commerce
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2. Each term paper will be **about 25 pages** in length, including a title page and references. It should be typed in **12 point font, Times New Roman, and double-spaced**.
3. Avoid verbosity and do not plagiarize work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for bibliography.
4. You may use **any article** from websites, newspapers, company reports, and other forms of information.
5. **Students should analyze and synthesize the information from the reading materials to form a cohesive paper (3000~3500 words). The paper should be concise.**
6. Do not simply summarize materials of companies and/or cases. The written paper should focus on analyzing the material, evaluating the strategy employed by companies, and making appropriate recommendations. Use the information from the materials to support your conclusions and recommendations.
7. **Submission: 1) Two sets of printed copies** should be submitted, **and 2) a written paper as an MS Word document** should be sent **not later than the class day of week 14.**

Grading Criteria (maximum 30 points)

The project will count for 30% (written report 20%, presentation 10%) of the total grade. Each member of a project team will receive the same grade for their project submission.

1. **Timeliness:** Whether it is completed on time - Maximum 4 points
2. **Content and context** (conceptual skills): Whether its content has flourished by extended research, relating to the case - maximum 8 points
3. **Analytical Skills:** Whether the work focus on key points to marketing decision-making issues - Maximum 8 points
4. **Professional presentation:** Maximum 10 points*

Guidelines for the presentation:

Groups should prepare a 10 to 12 slide PowerPoint presentation for abstracting their term papers. The PowerPoint slides should be developed and organized in a professional manner ("Your use of hyperlinks, layouts, and contents are the elements of your own creativity. Audio narration can definitely add to your presentation, but is not required. If you choose to narrate your presentation, please limit the audio length to no more than 10 minutes (i.e. 1 minute per slide).

Final Exam: Individual 30%

There is a final exam in this course during a final exam period. The final exam will be proctored. The exam will cover information from lectures, cases, and readings. The exam is closed book/notes/course materials. The final exam will be structured to promote and reward learning outcomes, and the understanding of the course materials. The test may contain three types of question methods: **multiple choice, open-ended, and essay writing.** **The exam has a 100-minute time limit.**

Attention!

- **20% of absence without valid reasons leads to «F (Fail)»**
- **"0" will be marked, if students are late on the final examination;**
- **"F" will be marked, if students use a crib (on a paper or electronic base) during the final examination.**

Cell Phones:

Any student cell phone that rings during class will result in an automatic 5 % reduction from the total grade.