The course web site will be available at the start of the semester. Your password will not work until that time. **Orientation is online and mandatory.** Students who do not complete the mandatory online orientation may be dropped from the class. You must login, read the entire Orientation, take the Orientation quiz, and introduce yourself to the class **no later than 11:55 p.m. 05/20/14.**  
There are no face-to-face class meetings. All assignments and tests are online.  
Print the syllabus and keep track of the course policies and due dates for assignments.

Course No. & Name: MNA-1821C Introduction to E-Commerce  
Term: Summer 2014 Session 1 -- 12 weeks  
Instructor: Ms. Eiser  
E-Mail: keiser@broward.edu  
Phone: (954) 461-7746  
Department Chair: Dr. Eileen Garcia  
Location: Downtown Center, Building 31/Room 605  
Phone: (954) 201-7900  
E-Mail: egarcia@broward.edu

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### Overview

The Internet section of Introduction to e-Commerce provides an alternative for students who are self-directed learners and want the convenience of scheduling their own time. This course is taken in whole via the Internet without attending a classroom on campus. Before you decide to take the course under these conditions, it is recommended that you:

- Ensure you have the correct [computer requirements](#) and don't forget to tune-up your browser
- Read the syllabus carefully
- Contact the instructor by telephone (954) 461-7746 or [e-mail](#) if you have any questions

**Prerequisites:** None
Catalog Description: This course examines the history, basics, tools, and other important issues surrounding the many forms of Electronic Commerce. Students develop skills and gain knowledge and experience with a networked community designed for business functions and transactions. Subject areas include: types of e-commerce, e-accounting, e-customer service, effective e-commerce solutions and the development process.

Course Objectives: Upon successful completion of this course, the students should be able to demonstrate proficiency with a networked community for business functions and transactions, including types of e-commerce, e-marketing, e-accounting, e-customer service, and effective e-commerce solutions and development process. You should be able to:

- identify the historical implications of major technological change
- understand the present power shift and resulting re-engineering of firms
- understand the similarities and differences between mainstream and e-commerce marketing
- understand the unique marketing features of e-commerce
- understand the ethical and legal issues dealing with cyber law
- explain the fulfillment channel network and identify successful channels
- describe the accounting and financial management requirements
- identify the unique nature of electronic customer service
- understand the components of the web site development process including the design needs determination and definition of the site's purpose
- identify decision makers, key clients, and their e-commerce goals
- have an understanding of the following types of marketing models: business-to-business (B2B) and consumer-to-consumer (C2C)
- understand E-Branding and loyalty, time to market, global sales channel, logistics and physical distribution, search engines, and 24/7 marketing
- understand issues relating to jurisdiction, copyright trademarks, online contracting, privacy, obscenity, and Internet crime
- understand topics that include cash flow planning, accounts payable, online procurement systems, asset management, inventory, and general ledger system
- gain an understanding of how to create personal relationships via the Internet
- understand the importance of e-mail response and customer care strategies
- examine customer care industry examples, the customer care application framework, and customer care strategies
- identify competitor's products and evaluate the value of an E-Commerce solution for their clients.

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Computer Requirements

You do not have to own a computer in order to take a course on the Internet, but you must have the following:

- Regular access to a computer that meets the minimum requirements. Confirm that your configuration is compatible with recommended BC standards.
• Alternative source of computer access in case your computer encounters problems. You may use campus labs to complete the course. **Note:** If you are accessing the course from a business office, you may run into problems with your company's network. If you have difficulty logging into your course from your place of business, contact your IS office at work and discuss the issue with them. The college has no control over the way your company network is configured; it's important to deal directly with the IS staff at your office to resolve problems.

• Internet access. Be sure to ensure your browser is Desire2Learn compatible. Click here for a system check.

• Access to the following software for a personal computer (IBM-compatible):
  
  o Windows
  o Microsoft Office Word and PowerPoint 2007 or higher (NOT Microsoft Works)
  o Updated antivirus program (Please virus check documents before sending them. Avast! offers a free online virus check.)

Word processing documents that you may be required to submit for this course must be submitted in **Microsoft Word format** (not Microsoft Works WordPerfect, text, not ascii, not PDF, etc.). Presentations that you may be required to submit for this course must be submitted in Microsoft PowerPoint format (not Microsoft Works or any other presentation program). If you do not have proper software on your computer, you can use the Microsoft Office programs on any of the "open lab" computers at any BC Learning Resource Center. **Only word processing documents in Microsoft Word format and presentations in Microsoft PowerPoint format will be accepted.**

**Note:** It is recommended that the student taking this Internet option not be a novice computer user. Students in this course should be familiar with the following computer skills.

• **File Management** - finding and saving files on your computer.
• **The Internet** - connecting to the Internet through an Internet Service Provider or Network Connection.
• **Web Browser Software** - using web browser software to navigate the Internet and locate information.
• **Email** - sending and receiving email messages.
• **Discussions** - posting and reading discussion messages in a threaded format.
• **Attachments** - sending email or posting messages with attached files.
• **Word Processing** - creating, editing, saving, and printing documents using Microsoft Word.

**Technical and Access Problems**

• If you attempt to use hardware or software that does not meet BC standards, it is possible that you will encounter technical difficulties when accessing the online course that could interfere with your ability to view content or complete assignments.

• If you encounter difficulties accessing content in Desire2Learn or in logging in, please check with the **24/7 Help Desk**.

• To avoid unforeseen technical complications that can occur, even when you think everything is working well, it is strongly recommended that you **complete and submit your assignments well ahead of schedule**.

• If you do not have access to a computer that meets or exceeds BC’s minimum hardware and software standards, you can use an "open lab" computer at any BC Learning Resource Center.

• **Lack of access to a computer that meets BC's hardware and software standards or difficulty connecting to the Internet are not a valid excuse for failure to complete the online portion of course requirements on time.**

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Grading/Evaluation

At the course web site you will be able to keep track of your progress. Assignments may be submitted early, but grades will not be posted and answers will not be released until after the due date.

Grading Scale and Grading Criteria:

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<thead>
<tr>
<th>Points Range</th>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>895 to 1000</td>
<td>Assignments (4 total 400 points)</td>
<td>40%</td>
</tr>
<tr>
<td>795 to 894</td>
<td>Exams (4 total 500 points)</td>
<td>50%</td>
</tr>
<tr>
<td>695 to 794</td>
<td>Participation (100 points)</td>
<td>10%</td>
</tr>
<tr>
<td>595 to 694</td>
<td>Total (1000 points)</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: If you prefer working in percents, just place a decimal to the left of the last number; for example, 89.5%.

Assignments: There will be four assignments. The assignments may be completed early, but NOT after the due date. Assignment instructions are in the course web site. NO LATE ASSIGNMENTS WILL BE ACCEPTED FOR ANY REASON.

Exams: There will be four (4) online exams (true/false, multiple-choice, fill-in-the-blanks, and essay) during the semester: Exam #1 chapters 1-4, Exam #2 chapters 5-8, Exam #3 chapters 9-11, and Exam #4 chapters 12-13. Exams can be taken at home or at any computer with a reliable Internet connection (library, campus lab, etc.) and can be taken early but NOT after the due date. NO LATE OR MAKE-UP EXAMS WILL BE GIVEN FOR ANY REASON.
Participation: This may seem like a funny requirement considering that the course is online. But, what it means is that you take the 1) Orientation Quiz, 2) introduce yourself on the discussion board, 3) answer instructor discussion questions and respond to another student's response to discussion question, 4) use the course web site discussion board and e-mail, and 5) stay in communication with the instructor as needed. More about this at the course web site. Because this is a business class, proper use of grammar and sentence structure is required. Use proper upper and lower case lettering, as well as, proper punctuation. Postings and e-mails will be graded accordingly.

It is very important for you to actively participate in this online class. If you stop participating in class discussions, submitting assignments or fail to take quizzes or tests prior to the withdrawal date, you will be administratively withdrawn from class and receive a W or, if it is your third attempt, an F.

If you stop participating after the withdrawal date, you will receive an F that will be computed as an F in your GPA. To avoid this situation, you should remain an active learner in this class and always communicate extenuating circumstances to me. Ongoing communication with the instructor is critical to your course success. I will use completion of tests, assignments, and other class activities as indicators of your participation in order to satisfy this reporting requirement.

Final Grade: Your final grade is posted on the course web site at the end of the term. Final grade is the total number of points accumulated throughout the semester.

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Course Policies
Read these policies carefully and be sure that you are full agreement with them prior to enrolling in the course.
The instructor does not deviate from these policies for any reason.

Attendance: Even though you are not in a classroom attendance is very important. What does this mean? You must check the discussion board and your e-mail regularly for important messages. The student must login within the first week of class and introduce themselves on the discussion board in the Introduction topic, read the entire Orientation & complete the Orientation quiz. Students are expected to schedule their own computer and study time and submit all assignments via the course web site by the assigned due dates. Missing two due dates will result in the instructor denying the student access to the course web site. Exams will be taken online at home or in a campus lab by the assigned date. Desire2Learn sign-on is only for the student who is officially registered. Do not allow anyone else to submit assignments for you. Contact instructor for instructions on handling emergency situations.

Withdrawal: If you find you cannot complete the class or are not earning the grade you want, be sure to withdraw by the final drop date (07/07/14). NO W, I, or Audit WILL BE GIVEN TO ANY STUDENT FOR ANY REASON, except under extreme circumstances, and at the discretion of the instructor.

Makeup or Late Assignments: While distance learning offers flexibility as to when you are on the Internet, there is no flexibility in the due dates. There will be no make-ups for assignments or exams. Any assignment or exam missed will be assigned a zero (0). If an assignment or exam date must be missed due to an emergency situation, call or e-mail the instructor to make arrangements. If an assignment or exam is missed it must be
taken prior to the release of the answers to the entire class. All due dates must be met for all assignments and exams unless expressly prearranged with instructor. Any assignment or exam that is missed and arrangements have not been made for work to be completed will result in a zero (0) for the grade for that assignment or exam. There is no extra credit work. Note: Documentation of an emergency must be provided & the missed assignment made-up within one week of the original due date.

**Classroom Conduct:** The course web site is our classroom. Appropriate conduct is required there the same as it is in a classroom environment. You may not post messages on the discussion board that use foul or abusive language. Postings of this nature will result in immediately being denied access to the course. Any issues you need to discuss that are personal or concerning grades, missed assignments or exams, feelings toward another student or the instructor are to be addressed either via the course web site e-mail or call the instructor at the above number. Rules of Netiquette must be followed.

Because this is a business class, proper use of grammar and sentence structure is required. Use proper upper and lower case lettering, as well as, proper punctuation. Like it or not, in business, you are judged by your written correspondence -- yes, even via e-mail. Check out Get it Write and see for yourself.

**Academic Dishonesty:** Students are encouraged to work together and to discuss the material assigned. However, it is also expected that each student do his/her own work. If it appears that two or more students have collaborated on an assignment or exam, each student involved will receive an F for that assignment or exam. If this happens for a second time, both students will receive an F for the course. Students MUST submit their own assignments and exams. Desire2Learn sign-on is only for the student who is officially registered. Do not allow anyone else to submit assignments or exams for you. Contact instructor for instructions on handling emergency situations.

- Each student's academic work must be the result of his or her own thought, research, or self-expression.
- Cheating includes, but is not limited to copying the work of another person (plagiarism) or permitting your work to be copied by another person, discussing test answers or questions with people who have not completed the test, distributing assignment materials to other students, poses sing course materials that have not been formally released to students in the course, and collaborating on the completion of assignments not specifically designated in the syllabus as being group projects".
- Cheating will be considered a breach of BC's Code of Conduct Policy and may result in academic penalties (zero points on the assignment/test in question, a failing grade for the course), disciplinary action, and/or a referral to the Dean of Student Affairs. Examples 1) if it appears that two or more students have submitted the same material for any solo assignments, each student involved will receive zero points for that assignment. 2) If it appears that a student has copied an assignment from published material (including Internet sites), the student will receive zero points for that assignment.

**Disability Support Services:** Students with disabilities are advised, in compliance with Federal and State laws, that accommodations and services are available through the office of Disability Support Services (DSS). It is the student’s responsibility to contact the Disability Support Services Advisors on campus, and to submit appropriate documentation prior to receiving services. If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the office of Disability Services, as early as possible in the term.
**Student Responsibilities:** When taking an online course the student needs to be an independent and self-paced learner and possess time-management skills. The student is expected to:

- login to course web site first week of class (if you do not login before the first assignment due date, the assignment will not be accepted)
- remain in contact with the instructor by e-mail as necessary (instructor does not know that you are sick or traveling if you do not tell her)
- check course web site discussion board and e-mail at least twice a week (once a day is preferred; once a week is not sufficient)
- be aware of all course announcements and due dates
- read the assigned textbook
- read the course notes posted on the course web site
- complete all assignments **on time**
- complete exams at home or any computer with a reliable Internet connection by the specified dates
- use appropriate communication tools (course web site e-mail and discussion board)
- observe rules of **Netiquette** (do not type in all caps; that is considered shouting on the Internet)

In addition to the above, to ensure comprehension of the material the student should do the following whether assigned or not or turned in for a grade or not:

- complete all exercises in textbook
- complete questions at the back of each chapter
- complete the practice quizzes

The amount of time spent on the course depends on the **type of learner** you are, the level of proficiency you are at, and your desire to learn. Only you can determine how much time to spend, but the student should expect to spend about 6-9 hours a week on this course. Before you continue with the course, be sure you can devote the correct amount of time to the subject. Be sure to take into account other course work, your work schedule (including travel), your family life, and any other factors that may influence your study time. **You are the most important factor in the formula for your success. To succeed you must put in maximum effort and communicate with your fellow students and me.**

When using a computer for any kind of work you must always **be prepared** for an emergency. It is up to the student to find alternate ways to get to a computer when theirs goes down. Also, the student should print whatever he or she feels they may need from the course web site in case it goes down. "Computer broken" or "can't login to ISP" are not acceptable excuses. Instructor will help with understanding the course material but will not diagnose computer problems.

**Instructor Responsibilities:** The instructor is a facilitator or team leader and grader of the learning experience. I am here to assist you in learning the particular topics introduced in this course. I will answer discussion board and e-mail inquiries within 24 hours of posting during the week (Monday through Thursday). Please acknowledge that the instructor is not online 24 hours a day. Allow time for an answer. The instructor cannot respond to messages within less than a 24-hour period.

You may complete assignments prior to the due date. But, no answers will be released until the day after the due date. **No assignments will be accepted after due date for any reason.**
Consultation: The instructor may be contacted at the above number. If there is no answer be sure to leave a complete name and telephone number with area code. Also indicate college, course name, and reference #. Please note that the instructor teaches several courses at several colleges. The student will be called back as soon as possible.

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Course Web Site

The course web site is the classroom. The course web site is constructed in a program called Desire2Learn, which is an easy-to-use environment. Students can access course materials using a web browser (Internet Explorer, Firefox, Chrome, etc.) from any computer connected to the Internet anywhere in the world. The course web site address is: https://bconline.broward.edu. Here you will be able to:

- login to classroom homepage
- obtain lectures for each chapter
- complete all assignments
- link to the textbook site
- communicate with instructor and other students in the course by posting questions regarding the course (Discussion Board) and sending personal questions to instructor (E-mail)
- take practice quizzes
- complete exams
- view your grades and track your progress

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How to Get Started

- Read this syllabus very carefully and be sure you are in agreement with all the policies. The syllabus is a contract. Once you continue with the course, you have agreed to abide by all of the rules.
- Obtain the course materials.
- Login to the course web site. You'll need a BC email address to access this course.
- Read the Mandatory Orientation, take the Orientation Quiz, and introduce yourself to the class on the discussion board.
- Look around course web site and get a feel for how it works. If you are new to taking courses on the Internet, you will want to spend time getting to know the course web site.
- Begin course work by reading the chapters in the textbook and completing the assignments as assigned in the Schedule of Assignments.

I look forward to a very rewarding and successful semester with you.
Login Problems:

1. Students will be added to course the first day of the semester. Remember, you will not be able to login unless you have registered AND paid.
2. Through the drop/add period students will be added within 24 hours of payment.
3. If you have a login problem call me at the number listed at the top of this syllabus and I will verify that you are in the course.
4. If you have other difficulties, contact the 24/7 help desk one of the ways listed below.
5. **If you encounter problems, contact the instructor or technical support immediately. DO NOT WAIT THINKING THE PROBLEM WILL RESOLVE ITSELF.**

24/7 Helpdesk Information
For year-round, 24 hour technical assistance, please visit the 24/7 Help Desk page.

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### Schedule of Assignments
**Summer 2014 – 12 weeks**

**Review** Learning Outcomes

**Note all due dates. Print this page to ensure you meet all due dates.** We will be covering the chapters in order. Assignments and exams will be completed at home or at any computer with a reliable Internet connection (library, campus lab, etc.) by the specified dates. **Assignments and exams are due by 11:55 p.m. of the last day available.** If you are in an assignment or exam at that time, it will close and you will be graded only on the questions that were answered.

<table>
<thead>
<tr>
<th>Date</th>
<th>Due: Assignment #1 (instructions at the course web site) AND 1st response Discussion #1</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 20</td>
<td>Read ENTIRE Orientation, take Orientation Quiz, introduce yourself on discussion board</td>
</tr>
<tr>
<td>May 27</td>
<td>Assignment #1 (instructions at the course web site) AND 2nd response Discussion #1 AND post your choice of web site for Assignment #2 on the discussion board</td>
</tr>
<tr>
<td>June 3</td>
<td>Exam #1 (chapters 1 &amp; 2) AND 2nd response Discussion #1 AND post your choice of web site for Assignment #2 on the discussion board</td>
</tr>
<tr>
<td>June 10</td>
<td>Assignment #2 (instructions at the course web site) AND 1st response Discussion #2</td>
</tr>
<tr>
<td>June 17</td>
<td>Exam #2 (chapters 3 through 5) AND 2nd response Discussion #2</td>
</tr>
<tr>
<td>July 7 (Monday)</td>
<td>Last day to withdraw</td>
</tr>
<tr>
<td>July 8</td>
<td>Assignment #3 (instructions at the course web site) AND 1st response Discussion #3 AND post choice of a failed web marketplace required for Assignment #4 on the discussion board</td>
</tr>
<tr>
<td>July 15</td>
<td>Exam #3 (chapters 6 through 8) AND 2nd response Discussion #3</td>
</tr>
<tr>
<td>July 22</td>
<td>Assignment #4 (instructions at the course web site) AND 1st response Discussion #4</td>
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**Due:** Exam #4 (chapters 9 through 12) AND 2nd response Discussion #4 AND Course Evaluation Survey

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