



# THE UNIVERSITY OF WINNIPEG

## APPLIED COMPUTER SCIENCE

Course Number: **ACS-3907-001**

Course Name: **e-Commerce**

Course Website: <https://nexus.uwinnipeg.ca/d2l/home/48225>

### Instructor Information

**Instructor:** Kerry Augustine

**E-mail:** [k.augustine@uwinnipeg.ca](mailto:k.augustine@uwinnipeg.ca)

**Office Hours:** Monday, by appointment

12:00PM – 1:00PM **Online via Zoom or MS Teams**

**Class Time:** Monday/ Wednesday

4:00PM – 5:15PM **Room:** 3D04

### Important Dates

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|--|--|
| 1. First Class:  | Wednesday, September 7, 2022             |
| 2. Online Nexus Lecture (no classes):                  | Monday/ Wednesday, September 26/28, 2022 |
| 3. Project Proposal:                                   | Wednesday, October 5, 2022               |
| 4. Reading Week (no classes):                          | October 9 - 15, 2022                     |
| 5. Midterm Exam:                                       | Monday, October 17, 2022                 |
| 6. Final Withdrawal Date w/o academic penalty*:        | Wednesday, November 16, 2022             |
| 7. Last Class:   | Monday, December 5, 2022                 |
| 8. Final Exam (Comprehensive):                         | <b>TBD</b>                               |
| 9. Project Solution:                                   | Wednesday, December 7, 2022              |
| 10. University closures: Truth and Reconciliation Day: | Friday, September 30, 2022               |
| Thanksgiving:  | Monday, October 10, 2022                 |
| Remembrance Day:                                       | Friday, November 11, 2022                |

*\*A minimum of 20% of the work on which the final grade is based will be evaluated and available to the student before the voluntary withdrawal date.*

### Course Objectives / Learning Outcomes

- Understand the innovations in business concepts and models made possible / necessary by e-commerce
- Understand the technological foundations that make e-commerce possible.
- Understand the operational foundations of business to consumer and business to business e-commerce.
- Appreciate examples of successful e-commerce ventures and business models.
- Develop and present a detailed preliminary plan and model for a proposed B2C e-business that could operate on the Internet out of Winnipeg.
- Develop a prototype (storyboard style) of a website based on the proposed e-business plan.

## **Course Lecture and Materials**

All course material including lecture notes, slides, videos, and assignments details will be available on Nexus. Classroom times are reserved for lecture/presentation, class/group discussions and Q&A. Students are encouraged to read posted lectures notes/slides ahead of the class so as to be able to participate in meaningful discussion during classroom meetings.

## **Evaluation Criteria**

### **1. Assignments (14%)**

- There will be two (2) Assignments, worth 7% each.
- Individual due dates of assignments will be posted to Nexus.
- Assignments will be accepted up to one (1) day late with a 20% penalty\*.

*\*Assignments Submission: All assignments are to be submitted electronically via Nexus. Student are required to submit documented extenuating circumstances, such as a medical situation, that prevented the timely completion of their work. Further details and submission procedures will be posted on Nexus.*

Students are responsible for backing up and protecting their assignments. Keep a backup copy of all class work in case there is an error in recording of marks by the instructor.

### **2. Team Project (26%)**

- Business solution proposal includes website prototype for a proposed B2C e-business.
- Project details including format, content, deliverable descriptions will be posted to Nexus.
- Teams will be assigned by the instructor and posted to Nexus.
  - Project Proposal - *October 5 (4%)*
  - Final Report - *December 7 (22%)*

### **3. Midterm Exam (20%)**

- Exam to be held during the regular class time.
- Missed exam will receive a mark of zero, unless a medical certificate is provided, no accommodation is made for missed exams.

### **4. Group Discussion/ Reflection (14%) – Weekly or as noted in Nexus**

- Students will be expected to read the Lesson notes ahead of the class.
- The instructor will provide a relevant topic or guiding questions for students to discuss relating to the lesson of the day.
- Students will be provided time (**10 – 15 minutes**) to review the topic/question – ask questions of the instructor to understand, and write down their reflections/thoughts based on the discussions, class lectures, and their personal points of view in the group discussion forum on Nexus. Students will be given access to view their submissions after they have been posted and graded. Specific questions for each discussion forum will be posted during class.
- Students will be assessed and marked (maximum of 5 marks per topic) based on the quality of their submissions.
- This online participation marks could have components of self-assessments or peer-grading.

- The total number of topics for the term will be determined based on availability of time and course content to be covered.
- The online participation requires students to attend the online class/lecture that the topic is presented. There will be no marks awarded for missed classes without prior approval from the instructor and/or documented extenuating circumstances, such as a medical situation, that prevented their participation and timely completion of their work.

### 5. Final Exam (26%) - *TBD*

- Exam to be held in the classroom.
- Cumulative.
- Students should contact the instructor as soon as possible if extenuating circumstances require missing an assignment, test or examination. A medical certificate from a practicing physician may be required before any accommodation is considered.

### Test / Exam Requirements

- Photo ID is required for the final exam.
- Midterm and final exams will be delivered via Nexus. Students must have video capability and be prepared to present their student ID.
- Midterm and final exams are **Closed** book.
- Students may contact the instructor to ask questions.
- Communication with others (except the instructor) is NOT PERMITTED.
- All work must be entirely the students' own. Collaboration or sharing of work is NOT PERMITTED.
- Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 204-786-9771 or [accessibilityservices@uwinnipeg.ca](mailto:accessibilityservices@uwinnipeg.ca) to discuss appropriate options. All information about a student's disability or medical condition remains confidential. For further information, please visit <https://www.uwinnipeg.ca/accessibility-services>.
- Students may choose not to attend classes or write examinations on holy days of their religion, but they must notify their instructors at least two weeks in advance. Instructors will then provide opportunity for students to make up work examinations without penalty.
- A list of religious holidays can be found in the 2021-22 Undergraduate Academic Calendar online at <http://uwinnipeg.ca/academics/calendar/docs/important-notes.pdf>

### Final Letter Grade Assignment

Historically, numerical percentages have been converted to letter grades using the following scale. However, instructors can deviate from these values based on pedagogical nuances of a particular class, and final grades are subject to approval by the Department Review Committee.

A+	90 – 100%	B+	75 – 79%	C	60 – 64%
A	85 – 89 %	B	70 – 74%	D	50 – 59%
A-	80 – 84%	C+	65 – 69%	F	below 50%

**Required Text Book / Reading List**

- E-commerce: business, technology, society (16<sup>th</sup> edition), 2021, by Laudon and Traver, ISBN-13 987-0-13-6931737
- Additional Readings and Class Notes will be made available through the course website and on Nexus.

**Prerequisite Information**

(This information can be found in the UW Undergraduate Academic Calendar)

- Prerequisite: A grade of at least C in ACS-1803 or permission of Chair.
- Co requisite: ACS-1809(3) or permission of Chair

**Student Wellness**

The University of Winnipeg affirms the importance of student mental health and our commitment to providing accessible, culturally appropriate, and effective services for students. Students who are seeking mental health supports are encouraged to reach out to the Wellness Centre at [studentwellness@uwinnipeg.ca](mailto:studentwellness@uwinnipeg.ca) or 204.988.7611. For community-based mental health resources and supports, students are encouraged to dial 2-1-1. This program of United Way is available 24/7 in 150 languages.

**Regulations, Policies, and Academic Integrity**

Academic dishonesty is a very serious offense and will be dealt in accordance with the University's policies.

*Avoiding Academic Misconduct:* Students are encouraged to familiarize themselves with the Academic Regulations and Policies found in the University Academic Calendar at:

<https://uwinnipeg.ca/academics/calendar/docs/regulationsandpolicies.pdf>

Particular attention should be given to subsections 8 (Student Discipline), 9 (Senate Appeals) and 10 (Grade Appeals). Please note, in particular, the subsection of Student Discipline pertaining to plagiarism and other forms of cheating.

Detailed information can be found at the following:

- Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/institutional-analysis/docs/policies/academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/institutional-analysis/docs/policies/academic-misconduct-procedures.pdf>
- UW Library video tutorial "Avoiding Plagiarism"  
<https://www.youtube.com/watch?v=UvFdxRU9a8g>

Uploading essays and other assignments to essay vendor or trader sites (filesharing sites that are known providers of essays for use by others who submit them to instructors as their own work) involves "aiding and abetting" plagiarism. Students who do this can be charged with Academic Misconduct.

*Non-academic misconduct.* Students are expected to conduct themselves in a respectful manner on campus and in the learning environment irrespective of platform being used. Behaviour, communication, or acts that are inconsistent with a number of UW policies could be considered “non-academic” misconduct. More detailed information can be found here:

- Respectful Working and Learning Environment Policy: <https://www.uwinnipeg.ca/respect/respect-policy.html>,
- Acceptable Use of Information Technology Policy: <https://www.uwinnipeg.ca/institutional-analysis/docs/policies/acceptable-use-of-information-technology-policy.pdf>
- Non-Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/institutional-analysis/docs/student-non-academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/institutional-analysis/docs/student-non-academic-misconduct-procedures.pdf>.

*Copyright and Intellectual Property.* Course materials are the property of the instructor who developed them. Examples of such materials are course outlines, assignment descriptions, lecture notes, test questions, and presentation slides—irrespective of format. Students who upload these materials to filesharing sites, or in any other way share these materials with others outside the class without prior permission of the instructor/presenter, are in violation of copyright law and University policy. Students must also seek prior permission of the instructor/presenter before, for example, photographing, recording, or taking screenshots of slides, presentations, lectures, and notes on the board. Students found to be in violation of an instructor’s intellectual property rights could face serious consequences pursuant to the Academic Misconduct or Non-Academic Misconduct Policy; such consequences could possibly involve legal sanction under the Copyright Policy

[https://copyright.uwinnipeg.ca/docs/copyright\\_policy\\_2017.pdf](https://copyright.uwinnipeg.ca/docs/copyright_policy_2017.pdf)

### **Privacy**

Students have rights in relation of the collecting of personal data the University of Winnipeg: <https://www.uwinnipeg.ca/privacy/admissions-privacy-notice.html>.

### **Respondus Privacy and Security**

The University of Winnipeg Information and Privacy Office has reviewed Respondus' privacy and security information. The Respondus Privacy Notice is posted on the University's website and can be viewed at: <https://www.uwinnipeg.ca/privacy/respondus-privacy-notice.html>

### **Class Cancellation, Correspondence with Students and Withdrawing from Course**

When it is necessary to cancel a class due to exceptional circumstances, the course instructor will make every effort to inform students via uwinnipeg email and Nexus.

Students are reminded that they have a responsibility to regularly check their uwinnipeg e-mail addresses to ensure timely receipt of correspondence from the University and/or the course instructor.

Please let course instructor know if you plan on withdrawing from the course.

Note that withdrawing before the VW date does not necessarily result in a fee refund.

**Topics to be covered (tentative list)**

1. Overview of electronic commerce: definitions, history, types of e-commerce
2. Business Foundations of e-commerce
  - Innovations in business / economic models (B2C and B2B)
  - e-marketplaces: structures, mechanisms, economics and impact, competitive environments,
  - e-retailing, consumer behavior, market research and advertising
  - e-markets; influence of the Internet on industry structure; e-commerce strategy, marketing
3. Technological Foundations of e-commerce
  - Client/ server technology, Internet technology, highlights of web browser to web server
  - Client side technologies: HTML,XML, MS FrontPage, JavaScript, VBScript, Java applets.
  - Server side technologies: CGI, PERL, PHP, Visual Basic, Java, ASP and the .NET framework.
  - Integrating website with back-end application systems, application servers, database servers;
  - E-commerce software;
  - Internet service providers, hosting services.
4. Operational Foundations of e-commerce
  - Starting a small B2C e-business: feasibility analysis, technology plan, business plan;
  - Implementing the plans: web-presence, marketing, design, day-to day-operations: order entry, order filling, invoicing, e-payment systems, e-commerce security, legal, ethical and tax issues
  - Business-to-business e-commerce: supply chain management; electronic auctions.
5. eBusiness examples: Amazon, eBay, local e-businesses.
6. Government support: initiatives for e-commerce in Manitoba and Canada.

**Note:** *A permitted or necessary change in mode of delivery may require adjustments to important aspects of course outlines, like class schedule and the number, nature, and weighting of assignments and/or exams.*