



# THE UNIVERSITY OF WINNIPEG

## APPLIED COMPUTER SCIENCE

Course Number: **ACS-3907-050**

Course Name: **e-Commerce**

Course Website: <https://nexus.uwinnipeg.ca/d2l/home/65088-ACS-3907-050-U2024F/>

### Instructor Information

**Instructor:** Kerry Augustine

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

**Office Hours:** Monday, by appointment

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

**Class Time:** Wednesday

6:00 PM – 9:00 PM **Room:** 3D04

### Important Dates

- |                                                 |                              |
|-------------------------------------------------|------------------------------|
| 1. First Class:                                 | Wednesday, September 4, 2024 |
| 2. Reading Week (no classes):                   | October 14 - 18, 2024        |
| 3. Midterm Exam:                                | Wednesday, October 23, 2024  |
| 4. Final Withdrawal Date w/o academic penalty*: | Wednesday, November 13, 2024 |
| 5. Last Class:                                  | Wednesday, November 27, 2024 |
| 6. Project Solution:                            | Monday, December 2, 2024     |
| 7. Final Exam (Comprehensive):                  | TBD                          |
| 8. University closures:                         |                              |
| Truth and Reconciliation Day:                   | Monday, September 30, 2024   |
| Thanksgiving:                                   | Monday, October 14, 2024     |
| Remembrance Day                                 | Monday, November 11, 2024    |

*\*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.*

**NOTE:** *There may be some exceptional dates where the instructor will not be able to deliver an in-classroom lecture – and will be delivering the lecture online via Zoom or Teams. Students will be notified if/when these exceptions arise.*

### Course Objectives / Learning Outcomes

This course delves into the dynamic world of electronic commerce, exploring the pivotal role it plays in shaping modern businesses. Through a combination of theoretical insights and practical examples, students will gain a comprehensive understanding of the innovations, technologies, and operational models that drive successful business-to-consumer (B2C) and business-to-business (B2B) e-commerce ventures.

**Course Objectives:** By the end of this course, students will:

- Gain an appreciation of the transformative impact of e-commerce on traditional business models.
- Understand the technological underpinnings that enable the functioning of e-commerce platforms.
- Analyze the operational foundations and differences between B2C and B2B e-commerce.
- Examine real-world case studies of e-commerce ventures and business models.
- Develop and present a comprehensive proposal for a B2C e-business site.

- Create a prototype of an e-commerce website through a storyboard-style approach.

**Course Outline:**

1. Introduction to E-Commerce Concepts
  - Defining e-commerce and its significance in modern business.
  - Evolution of business models due to e-commerce innovations.
  - Trends and future prospects of e-commerce.
2. Successful E-Commerce Ventures and Business Models
  - Case studies of renowned e-commerce successes (e.g., Amazon, Alibaba).
  - Exploring diverse e-commerce business models (marketplaces, subscription services, etc.).
  - Lessons learned from failures and challenges in e-commerce.
3. Developing a B2C E-Business Proposal
  - Identifying market opportunities and target audiences.
  - Crafting a comprehensive e-business plan, including revenue models and marketing strategies.
  - Presenting the proposal to simulate real-world business pitches.
4. Technological Foundations of E-Commerce
  - Internet infrastructure and its role in e-commerce.
  - Payment gateways, security protocols, and data privacy.
  - Mobile responsiveness and user experience design.
5. Prototyping Your E-Business Idea
  - Basics of website prototyping and wireframing.
  - Creating a storyboard-style prototype for the proposed e-business site.
  - User interface (UI) and user experience (UX) considerations.
6. Operational Foundations of B2C and B2B E-Commerce
  - Key differences between B2C and B2B e-commerce.
  - Supply chain management and logistics in e-commerce.
  - Customer relationship management (CRM) and client engagement.

**Assessment Methods:**

- Class participation and discussion of assigned readings.
- Case study analysis and response to assignments.
- Individual and group projects involving the development of a B2C e-business proposal.
- Creation of a storyboard-style prototype for an e-commerce website.
- Final exam assessing theoretical concepts and practical application.

**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. All team project deliverables are completed as a group report.
  - Project Proposal – *October 31, 2024 (4%)*
  - Final Report – *December 2, 2024 (22%)*

## 3. Midterm Exam (22%)

- 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 (12%) – *Weekly or as noted in Nexus*

### Requirement:

- 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 are required to review the topic – ask questions of the instructor to understand, and write 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. Specific questions for each discussion forum will be posted during class. The discussion posts will be reviewed but will not be marked. The posts will remain open for the duration of the term.
- Following the discussion posting, students will be presented with a pop quiz question based on the topic. Students will be provided time (15 min) to review the question and respond. Pop quizzes are not scheduled and set at random dates throughout the term at the discretion of the instructor.
- Students will be assessed and marked (maximum of 15 marks (per quiz) 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. Exceptions are subject to review and approval of the instructor.

## 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 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 [UWinnipeg Wellness Hub](#).

## **Regulations, Policies, and Academic Integrity**

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).

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

Detailed information can be found at the following:

- Academic Misconduct Policy and Procedures: <https://www.uwinnipeg.ca/policies/docs/policies/academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/policies/docs/procedures/academic-misconduct-procedures.pdf>
- About Academic Integrity and Misconduct, Resources and FAQs: <https://library.uwinnipeg.ca/use-the-library/help-with-research/academic-integrity.html>

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.

***Academic Integrity and AI Text-generating Tools:*** Students must follow principles of academic integrity (e.g., honesty, respect, fairness, and responsibility) in their use of material obtained through AI text-generating tools (e.g., ChatGPT, Bing, Notion AI). Use of AI tools is prohibited in this course: students may face an allegation of academic misconduct if using them to do assignments.

***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/policies/docs/policies/acceptable-use-of-information-technology-policy.pdf>

- Non-Academic Misconduct Policy and Procedures:  
<https://www.uwinnipeg.ca/policies/docs/policies/student-non-academic-misconduct-policy.pdf> and <https://www.uwinnipeg.ca/policies/docs/procedures/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 file sharing 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/basics/copyright-policy.html>

### **Research Ethics**

Students conducting research interviews, focus groups, surveys, or any other method of collecting data from any person, including a family member, must obtain research ethics approval before commencing data collection. Exceptions are research activities done in class as a learning exercise. For submission requirements and deadlines, see <https://www.uwinnipeg.ca/research/ethics/human-ethics.html>

### **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.