THE UNIVERSITY OF WINNIPEG

APPLIED COMPUTER SCIENCE
Winter 2019

Course Number: **ACS-3907-050**
Course Name: **eCommerce**
Course Website: **http://www.acs.uwinnipeg.ca/3907/**

Instructor Information

Instructor: Kerry Augustine   **Office: 3C07**
E-mail: k.augustine@uwinnipeg.ca   **Office Hours**: Thursday 4:45-5:45 and by
Phone: 204.296.4201   appointment
Class Time: Thursday 6:00-9:00PM   **Class Location:** 3D03

Important Dates

1. **Lecture Begins:** January 10, 2019
2. **First Assignment**: January 31, 2019
3. **First Mid-Term Test:** February 14, 2019
4. **Reading Week:** February 17th - 23rd, 2019 (no classes)
5. **Second Assignment**: March 7th, 2019
6. **Second Mid-Term Test:** March 14th, 2019
7. **Team Project Presentation:** March 28th & April 2nd, 2019*
8. **Team Project Report:** April 10th, 2019
9. **Last Class:** April 4th, 2019
10. **Final Exam**: April 18th, 2019 – 6:00PM see http://www.uwinnipeg.ca/exam-schedules/index.html
11. **Voluntary Withdrawal Date w/o academic penalty:** Wednesday, March 15th, 2019
    (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.)

   A second lab class is required to accommodate group presentations. Room: TBD

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.

- Appreciate existing Federal / Provincial support for e-businesses in Manitoba.

- 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 preliminary prototype (storyboard style) of a website based on the proposed e-business plan.

Evaluation Criteria

1. **Assignments (15%)**
   Assignment 1, due **January 31st, 2019**
   Assignment 2, due **March 7th, 2019**

   All assignments are handed in at class on the due date.

   All works must be prepared using a word processor and placed in a folder.

   Late assignments are accepted (up to 1 day late) and receive a 20% penalty. Exceptions will be reviewed along with documented extenuating circumstances, such as a medical situation, prevented the timely completion of the work.

2. **Team Project (25%)**
   - Detailed initial plans and website prototype for a proposed B2C e-business; includes presentation on **March 28th & April 2nd, 2019***; report due: **April 10th, 2019**
   *A second lab class will be scheduled to accommodate group presentations. Room: TBD

3. **Term Test 1** (**20%**) **February 14th, 2019**
   Term Test 2 (**20%**) **March 14th, 2019**
   - Missed exam will receive a mark of zero, unless reason for absence is serious and properly documented (e.g. physician letter)

4. **Final Exam (20%) April 18th, 2019 – 6:00PM**

Please contact the instructor as soon as possible if extenuating circumstances require you to miss a class, assignment, test or examination.

Keep a copy of all class work (e.g., assignments, tests) handed back in case there is an error in recording of marks by the instructor.

Exam Requirements

- Photo ID at exam is required.
- You are expected to write the test/exam on its given day.
- No electronic devices (e.g. cell/smart phone, laptop, scientific calculators, translators, etc.) are permitted.
- Midterm and final exams are closed-book.
- Unless a medical certificate is provided, no accommodation is made for missed exams.
- Missed exam will receive a mark of zero, unless a medical certificate is provided, no accommodation is made for missed exams.
- Please contact the instructor as soon as possible if extenuating circumstances require you to miss a class, assignment, test or examination.
- Keep a copy of all class work (e.g., assignments, tests) handed back in case there is an error in recording of marks by the instructor.

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 - 90%	B	70 - 74%	D	50 - 59%
A-	80 - 84%	C+	65 - 69%	F	below 50%

Email Communication

Emails from accounts at uwinnipeg.ca are usually not filtered by the UofW email filter. Thereby it is recommended electronic communication used for the course utilize a UofW email account to minimize the risk of filtering.

Services for Students

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential http://www.uwinnipeg.ca/accessibility.

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 2018-19 Undergraduate Academic Calendar.

All students, faculty and staff have the right to participate, learn, and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect .

Misuse of Computer Facilities, Plagiarism, and Cheating

Avoiding Academic Misconduct. 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.

Avoiding Copyright Violation. Course materials are owned by the instructor who developed them. Examples of such materials are course outlines, assignment descriptions, lecture notes, test questions, and presentation slides. 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 photographing or recording slides, presentations, lectures, and notes on the board.

Academic dishonesty is a very serious offense and will be dealt with in accordance with the University's policies. Be sure that you have read and understood Regulations & Policies #8, in the 2018-2019 UW Undergraduate Academic Calendar available at http://uwinnipeg.ca/academics/calendar/docs/regulationsandpolicies.pdf and the UW academic misconduct policy available at http://pace.uwinnipegcourses.ca/sites/default/files/pdfs/publications/Academic%20Misconduct%20Policy.pdf

Additional information is available at University of Winnipeg library video tutorial "Avoiding Plagiarism" https://www.youtube.com/watch?v=UvFdxRU9a8g

Required Text Book(s)/Reading List
- e-commerce: business, technology, society (12th edition), 2016, by Laudon and Traver, ISBN-13: 978-0-13-393895-1
- Additional Readings and Class Notes will be made available through the course web site.

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.

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.

Additional Course Related Information

1. When it is necessary to cancel a class due to exceptional circumstances, instructors will make every effort to inform students via uwinnipeg email (and/or using the preferred form of communication, as designated in this outline), as well as the Departmental Assistant and Chair/Dean so that class cancellation forms can be posted outside classrooms

2. Students are reminded that they have a responsibility to regularly check their uwinnipeg e-mail addresses (and/or using the preferred form of communication, as designated in this outline) to ensure timely receipt of correspondence from the university and/or their course instructors

3. Please note that withdrawing before the VW date does not necessarily result in a fee refund (March 15 is VW date for classes that begin in January and end in April).

4. No make-up classes scheduled

5. Reading Week (no classes): February 17th - 23rd, 2019