Syllabus
DSCI 306 Introduction to Electronic Commerce (3)
CRN 22275, Section 1, MR 5:30 PM – 6:45 PM, Tate 304
Spring 2020

Course time: MW 5:30-6:45 PM

Course location: Tate 304

Method of Teaching/Learning: Academic and experiential earning. Concepts presented in readings, lectures and discussions. Concepts are reinforced and skills developed using a semester-long, team-based, ecommerce project.

Professor: Christopher W. Starr, PhD
Office: Beatty 112, 5 Liberty St, Charleston, SC
Office Hours: MW 10 AM – 12:00 PM
TR 12:00 PM - 1:30 PM
Other times by appointment >= 1 day if possible

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Course Description
An introduction to the theory and practice of doing business over the Internet and World Wide Web. Topical coverage will include an overview of the economic foundations, infrastructure, technologies, and business strategies of E-Commerce.

Course Schedule
The schedule is provided on OAKS where it is kept up today and serves as the single point of truth.

Course Motivation
Have you ever made a purchase on your smartphone?

Every business major must have an understanding of ecommerce processes and technologies to reap the benefits of ecommerce growth for B2C and B2B. No other business sector is growing as fast as ecommerce, with mobile commerce and voice commerce growing the fastest.
Learn about Search Engine Optimization, Mobile commerce, Social commerce, online curation and personalization, and Big Data opportunities to name a few!

Take DSCI 306 Intro to eCommerce with Dr. Chris Starr to learn how to immediately leverage eCommerce in your business and/or career.

**Textbook**

**Online Textbook resources**
[https://e-commerce2018.com](https://e-commerce2018.com)
The School of Business Learning Goals for this course

Quantitative Fluency
Objective: Learn the quantitative aspects of ecommerce from network bandwidth to cloud scalability and analytics.
Implementation: Case study.
Demonstration of Achievement: Testing

Global and Civic Responsibility
Objective: Students will learn the ethics upon which ecommerce relies including edge cases.
Implementation: Case study.
Demonstration of Achievement: Testing

Synthesis
Objective: Students will be able to implement e-commerce solutions across transaction types and endpoints.
Implementation: Each student will complete a project to plan and implement an e-commerce solution for a company, either fictitious or real.
Demonstration of Achievement: Written plan and verbal report.

Cognitive Learning Outcomes
Theory:
1. Students will be able to describe the Foundations of e-commerce.
2. Students will be able to describe and plan with the infrastructure supporting e-commerce transactions.
3. Students will be able to describe technologies and platforms supporting ecommerce.
4. Students will be able to suggest e-commerce solutions to fit particular Business Strategies

Practice:
1. Students will be able to assess and implement an e-commerce solution across transaction types and endpoints. Students will pick an ecommerce company, assess the current state of that ecommerce company, then provide a plan for improving that ecommerce company on one or more dimensions. Students will be encouraged to align the project focus with their academic major.
Graded Items

Theory (60%)
Chapter question sets (9) 20%
Three tests 30%
Comprehensive Exam 10%

Practice (40%)
eCommerce Project execution 20%
eCommerce Project report 10%
eCommerce Project presentation 10%
Detail of Graded Items

Chapter Question Sets: At the end of each of the first 11 chapters (Chapter 12 is omitted), there is a list of questions. Submit written answers to the questions at the end of each chapter in the dropbox on OAKS. The submission with the lowest grade will be dropped, so only 10 graded submissions will count toward the final grade. One will be dropped.

Tests: Three tests will help focus study on three chapters at a time. Tests are not cumulative.

Comprehensive Exam: The exam is cumulative for concepts in all chapters covered.

Ecommerce Project: In teams of two, students will take on a team project. Projects are practical in nature and based on the theoretical underpinnings of ecommerce. A project must fit into one of the following categories and be approved by the instructor.

Option 1. A case study with the evaluation of an existing ecommerce company and a proposal for improvement of that company.

Project Deliverables
   a) Ecommerce company identification (for instructor approval)
   b) Project assessment plan (two iterations)
   c) Project data collection and multivariate status determination
   d) Improvement plan development
   e) Project report (written)
   f) Project presentation (10 minutes)

Option 2. The proposal and development of an ecommerce company. (Warning: This option may cost money that is not supplied by this course but may be obtained elsewhere.)

Project Deliverables
   a) Company idea (for instructor approval)
   b) Project plan development (two iterations)
   c) Ecommerce platform launch (multi-week)
   d) Ecommerce data collection
   e) Project report (written)
   f) Project presentation (10 minutes)
Course Policies:
1) Grading Scale: A: 90-100; B: 80-89; C: 70-79; D: 65-69; F: <65. Plus/minus grades are given at the discretion of the instructor.

2) Attendance: Attendance and engagement is anticipated and expected from such high-end students. However, please do not attend class if you are sick or believe you are becoming ill.

3) Electronics Devices: The use of electronic devices, both stand-alone and network capable, will play an increasingly important role in teaching and learning at the College of Charleston, including their use in our classrooms. Bring your computing devices to class if you can, particularly your laptop with the charger. Just be smart about reducing unnecessary distractions to you and to others seated around you.

4) Network Access: Use the network during class. Often you can help the discussion by some JIT research on a topic of interest.

5) Academic Integrity: Students are expected to work individually or in groups as assigned per project. If you use the work of others, using citations accordingly.

6) Attendance: Because class attendance is crucial for any course, students are expected to attend all classes and laboratory meetings of each course in which they enroll. Instructors maintain the authority to determine how absences will be addressed, which should be detailed in their attendance policies. Participation in college-sponsored activities, where students are official representatives of the College of Charleston, may result in absence(s). Instructors will recognize absences in which students are official representatives of the College of Charleston (such as intercollegiate academic or athletic team competition, or academic program sanctioned research presentation or artistic performance) as excused. During the first week of classes, instructors will announce and distribute their attendance policies, including criteria to be used in determining excused absences. Instructors determine whether absences are excused or unexcused for the purposes of participation grades, in-class assignments, and laboratories. Regarding formal graded work (such as exams, presentations, papers), instructors will make “reasonable accommodations” when a student misses a class for an event at which s/he is an official representative of the College of Charleston. Examples of reasonable accommodations might include rescheduling an exam, altering presentation times, or flexibility in assignment
submission dates. Students are required to submit documentation of their College representation related commitment from the appropriate College authority at least one week prior to the scheduled absence in order to be eligible for reasonable accommodations by the instructor. Regardless of any accommodation granted, students are responsible for satisfying all academic objectives, requirements, and prerequisites as defined by the instructor and the College. Instructors ascertain whether both excused and unexcused absences count in determining the basis for a grade of “WA,” which stands for “withdrawn excessive absences” and is equivalent to a failing grade. If attendance is used for grading purposes, the instructor is responsible for keeping accurate attendance records. If a student has more than the maximum allowed absences as defined in the course syllabus, the professor may assign a “WA.” Instructors are required to submit an electronic “WA” form to the Registrar on or before the last meeting day of the class. The Registrar will then send an email notification to the student. The student is responsible for keeping personal addresses and contact information current through the Office of the Registrar. All students, whether absent or not, are responsible for all information disseminated in the course.

7) Use of Oaks: Grades will be posted on OAKS. It is the student’s responsibility to ensure that all grades entered are correct. If I have made a mistake, the student has two weeks from when the assignment/exam was handed back to notify me of the mistake. Failure to notify me within this time frame will result in the recorded grade becoming permanent.

8) Exam/Quiz Policy: Turn off cell phones and any audible devices during exams. Exams are closed book and to be taken as scheduled. No makeup exams will be given except for documented exceptions by the Undergraduate Dean. Assignment and test dates cannot be changed except by prior arrangement with the instructor, at least 7 days before the scheduled exam date. Such a request must be made in person (not by email) and must include written documentation of need. In case of an academic emergency please contact Undergraduate Academic Services.

9) Classroom Conduct: Please turn off cell phones and any audible devices during class. Please do not hold private conversations during class. It is distracting to both the professor and to your fellow students. The use of the lab computers is prohibited during class, unless instructed by the professor. Each of the lab computers is equipped with activity monitoring software, which links
your computer (screen and all) to professor at the front of the class. The professor will use this software to monitor lab computer usage and the professor reserve the right to publicly display any lab computer’s screen at any time to the rest of the class. The professor also reserves the right to take control over any lab computer using this software at any time during class.

10) Questions and Problems: You are encouraged to ask questions during class and office hours, we all want to hear your ideas and opinions.

11) Academic Integrity: Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.
Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

12) iCare: I will gladly honor your request to address you by the name and gender pronouns of your choice. Please advise me of this early in the semester via your college-issued email account or during office hours so that I may make the appropriate notation on my class list.

13) Center for Student Learning: You are encouraged to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, Supplemental Instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843) 953-5635.

14) Disability Accommodation: The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.